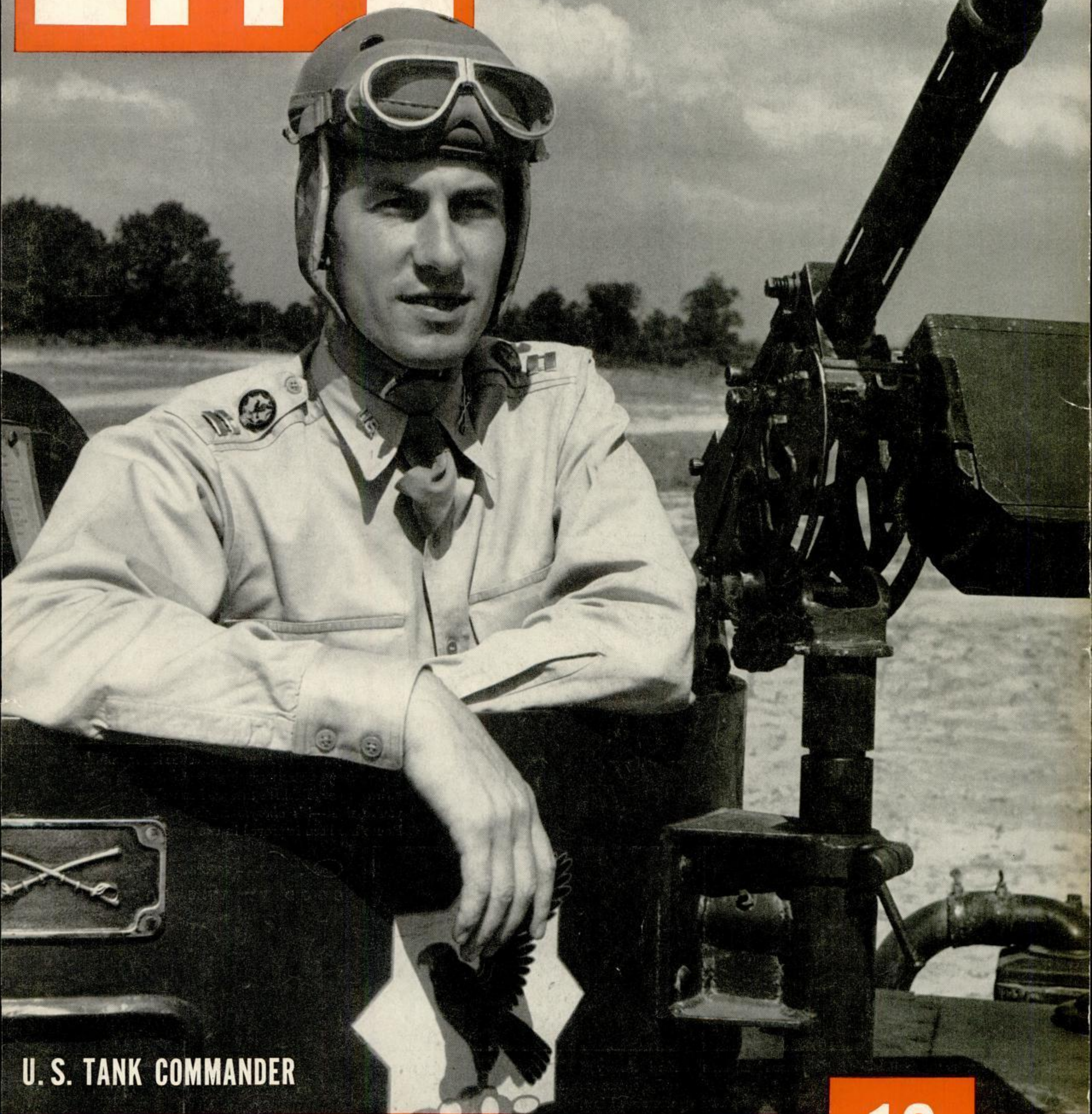


LIFE

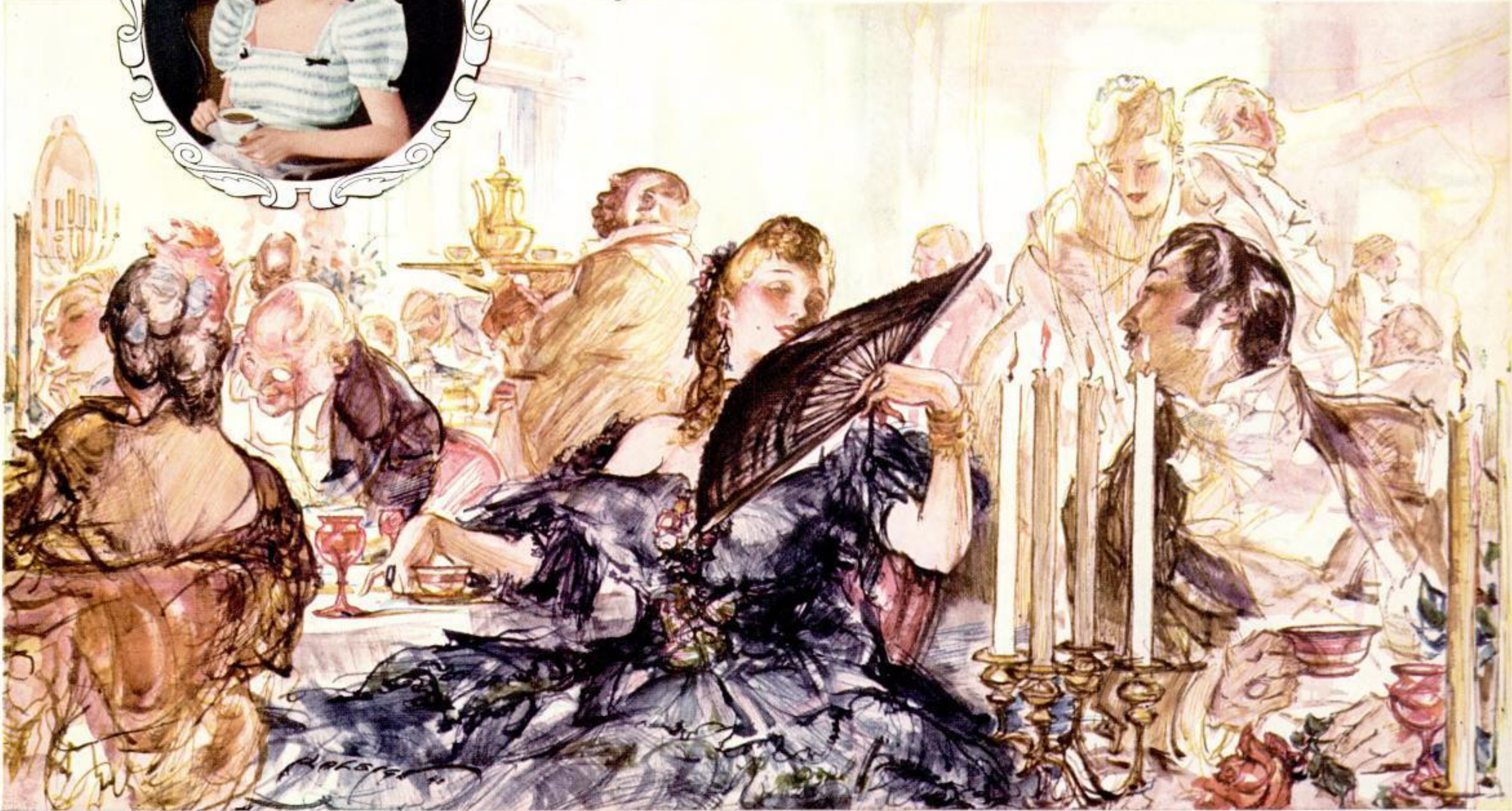


U. S. TANK COMMANDER

JULY 22, 1940 **10** CENTS



*"How often I've heard my Grandparents tell
about the famous old Maxwell House, and how they enjoyed the delicious coffee that
was served there . . . just as we enjoy the delicious new Maxwell House Coffee today!"*
says Miss Helen Arnold Fritts popular leader of the younger set of Chattanooga, Tenn.



Copyright, General Foods Corp., 1940

*"And today IT'S BETTER
THAN EVER—THIS DELICIOUS
NEW MAXWELL HOUSE!"*



"My compliments, Anne—this coffee is superb! But then, your coffee always tastes marvelous!"

"Thank you, Bob! It's the new Maxwell House, you know. And you're right—it's always uniformly good! You see, Maxwell House has been improved in two important ways . . ."



To make the famous Maxwell House blend even better, extra-flavored coffees from the plateaus of Central and South America have been carefully selected. *Then*, this marvelous blend is roasted *uniformly*, by the special Radiant Roast method, which brings out *all* the rich flavor.



And this perfectly blended, perfectly roasted coffee comes to you *roaster-fresh*, all its rich goodness sealed in the super-vacuum, Vita-Fresh can. No air can get in—so no flavor can get out! Maxwell House comes in two grinds, Drip and Regular. Get the new Maxwell House—today!

Now—more than ever
GOOD TO THE LAST DROP



A Product of
General Foods

Tune in! Maxwell House "Good News of 1940" with Fanny "Baby Snooks" Brice, Dick Powell, Mary Martin, Meredith Willson's Orchestra.



"I WAS A HITCH HIKER ON THE Highway of Love"



1. "As a glamour girl I wasn't doing so badly until the Fall of 1938. Parties, dances and weekends . . . poor men, rich men, romantic ones and plain . . . I knew all the types that a girl meets in gay New York. Then all of a sudden something happened.



2. "I'd meet new, attractive men by the dozens, go out with them *once*, and that would be the end of it. At first it didn't bother me because I was frightfully busy in the shop and then I tried to laugh it off—'You're just a hitch hiker on the highway of love,' I told myself . . . 'and you're not getting any younger.'



3. "Later at the shop, I noticed my sales were falling off. Some of my older customers seemed to prefer dealing with other saleswomen and for the life of me I couldn't tell why. Then along came Mr. Simpson and asked me to a dance—and that's the night I grew up.



4. "I had returned from the powder room and was seated behind some portieres. Although Mr. Simpson didn't see me nor I him, I recognized his voice. 'Honestly, Harry,' he was saying to a friend, 'I don't think I can last out the evening. She's got a case of halitosis that a greyhound couldn't jump over. You'd think she never heard of Listerine.'



5. "Sick with shame and humiliation I pleaded illness and Mr. Simpson took me home. Next morning I was at my doctor's bright and early . . . and in tears. This is what he told me. 'Anyone may have halitosis (bad breath) such as you have—without realizing it but it's nothing for you to worry about. Some authorities say most cases are caused by fermentation of tiny food particles in the mouth and my experience proves that Listerine Antiseptic is an excellent precaution against this condition. It halts the fermentation and overcomes the odors fermentation causes. Why not make a habit of using it morning and night and between times before social engagements?'



6. "Every story ought to have a happy ending and mine is no different. After I took my doctor's advice about Listerine Antiseptic, I began to see people and go places again. Things at the shop were better, too. Late this spring I became engaged, (not to Mr. Simpson, but to a man just as eligible) and I'll be married in the fall. What a fool any woman is to take chances with halitosis (bad breath) when Listerine Antiseptic offers such an easy and delightful precaution."

• BEFORE ANY DATE USE

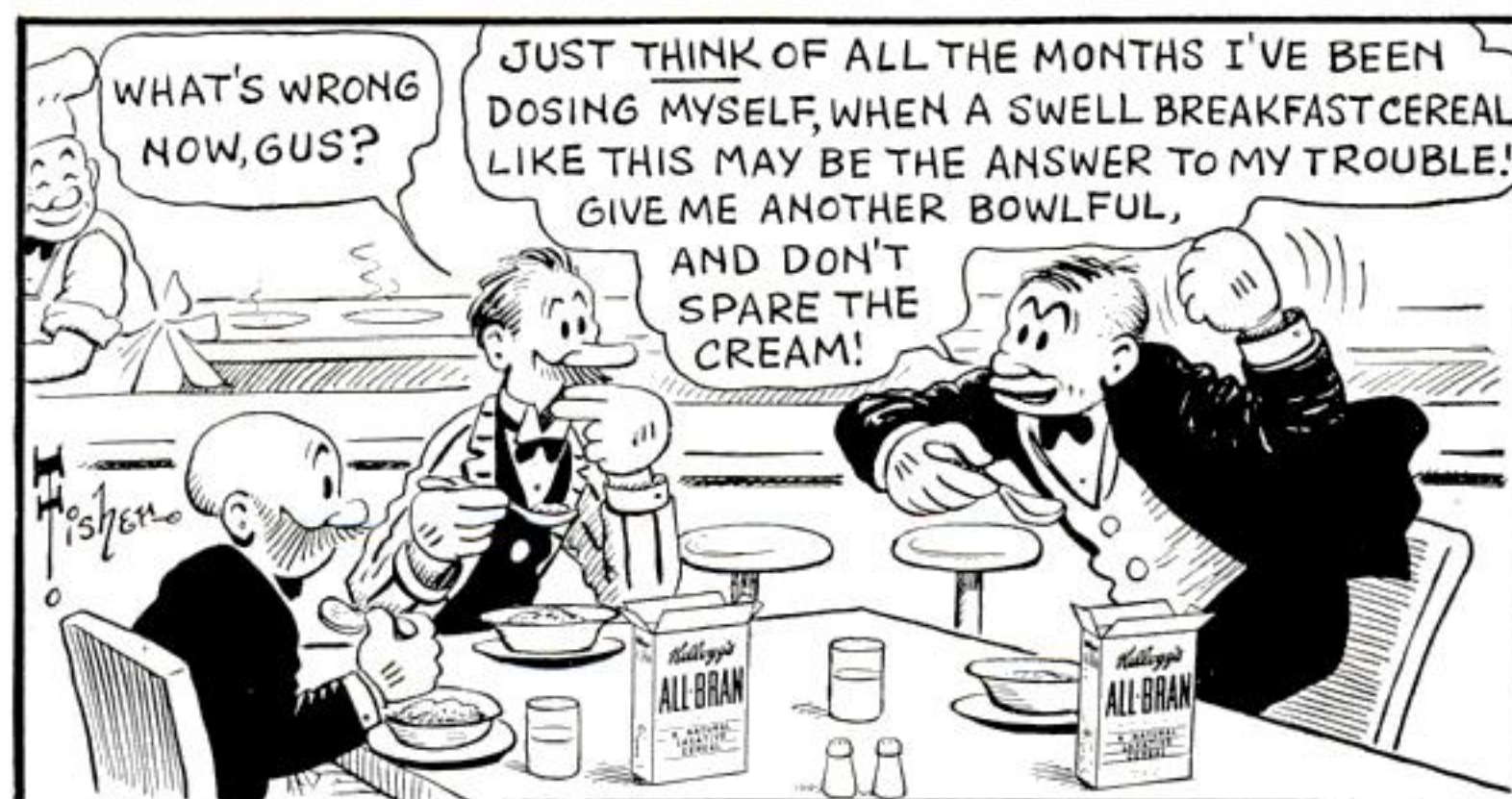
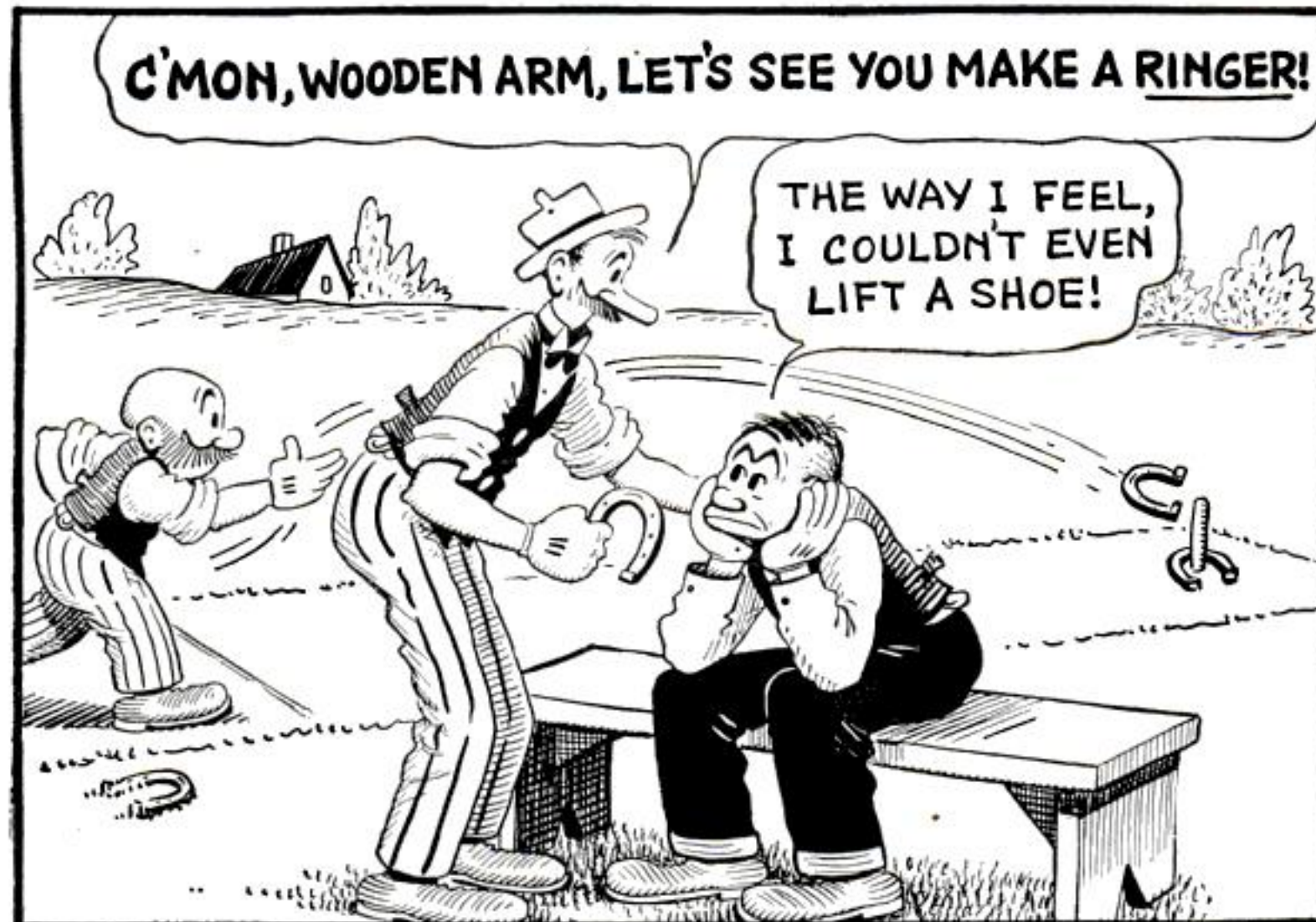

LISTERINE



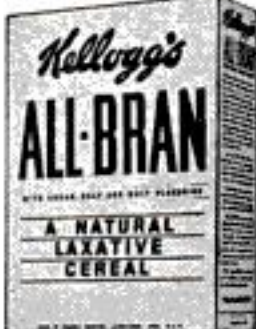
This One



9ENJ-7SK-D1YF

HOW about you? Would you like to be free of those heavy, logy days due to constipation—and free from the pills and purgatives, too? You can—if your trouble is the common kind (due to lack of "bulk" in diet). It's no harder to do than just eating a delicious breakfast cereal—crisp, crunchy, "bulk-forming" All-Bran. Eat it for breakfast every day, drink plenty of water, and see if you don't get more kick out of life!



Copyright, 1939, Kellogg Company

**Join the "Regulars" with
KELLOGG'S ALL-BRAN**

LETTERS TO THE EDITORS

"Malicious Propaganda"

Sirs:

There is a daring and false assertion in your July 1 issue claiming that foreign oil companies support my candidacy in the hope that I might pay them properly for their expropriated oil wells and refineries. I am compelled to demand of you either an immediate rectification or the publication of whatever proofs may have led you to print such a statement, which I can only attribute to the intense and malicious propaganda that has been aimed at me by opponents both here and in the U. S.

JUAN ANDREU ALMAZÁN
Mexico City

● By accepting General Almazán's denial LIFE is glad to set at rest cynical reports to the effect that U. S. oil companies supported his candidacy.—ED.

Pampered America

Sirs:

"France Collapsed from Internal Decay . . . Leaders Failed Her in Crisis!" Ralph Delahaye Paine Jr.'s article in the July 8 issue of LIFE should be read and pondered by every American.

Observe today one side of our pampered nation: fat-cat politicians, small-caliber bureaucrats of the Ickes type, disgruntled capital grousing about taxes and Roosevelt, labor led by racketeers and self-seekers who demand rights without responsibilities, pressure groups howling for such class legislation as Ham 'n' Eggs. We have become too tolerant of such persons.

We have also become self-indulgent by listening to demagogues, both before and during the Roosevelt Administration, who have talked to us only of our rights and how much we should get with little mention of how much we must give. Our American defense program will call for sacrifice. Labor will be paid less real wages; capital will profit less; all will be taxed more. He who tells us otherwise is either foolish or lies.

RICHARD W. LOVELAND
Los Angeles, Calif.

Nomination of Willkie

Sirs:

The Republican National Convention at Philadelphia provided me with far more satisfaction than the mere nomination of Wendell Willkie. I was elated to observe and learn that democracy is still far more powerful than Party politics and that Willkie could be nominated in the face of organized Party opposition.

IENAR E. ELM
San Francisco, Calif.

Sirs:

You certainly have dropped even the pretense of being a factual magazine. Wendell Willkie's nomination provided "the happy and inspiring ending" (LIFE, July 8). Wendell Willkie is "the people's choice." "Striding down the aisle . . . a picture of power and confidence." His words "were rare and thrilling words."

Excuse me for a moment while I'm sick!

ESTHER PLUM
Washington, D. C.

Life Houses

Sirs:

On June 30 LIFE House No. 6, built by our client, Wilmot Woods, in the Scarsdale-Heathcote section of Westchester, was sold. To a builder the sale of a house is always a pleasurable experience. But in this instance there are other satisfactions.

June 30, 1940 marked the close of one of the most disturbing, jittery and exciting weeks in our country's history. The LIFE House story started on page 76, and because the week was what it was, the article was preceded by 75 pages of hectic and interest-absorbing life stories. LIFE and the minds of men were concentrating on such matters as the tragedy of France, the exchange of bombing raids across the Channel, the argument of U. S. conscription, the epoch-making Re-

publican National Convention, the Mexican election. All these and a score of other engrossing matters crowded LIFE's pages and America's thoughts.

It seemed that all the world had gone askew and that nobody could possibly be engaged in the serene, wholesome business of buying a LIFE Home.

But so many people came to Wilmot Woods, so many people asked to see the LIFE House that we are sure of two things: 1) that LIFE readers get as far as page 76, and 2) that Americans are not so obsessed by panic that they are not still interested in and influenced by such helpful and constructive features as the service your publication is providing.

NATT S. ENSLER
New York, N. Y.

Sirs:

Your houses are charming—but I would die of claustrophobia in the most spacious of them! Surely I am not the only woman extant who has a husband 6 ft. 2!

Only in living room of the No. 6 House is the ceiling apparently high enough to park great-grandpapa or his equivalent over the mantel. None has space for a man-sized secretary. The bookshelves are too small to hold our present assortment of books, let alone that Britannica we shall win from "Information Please" or the well-thumbed Scott, Dickens, Hugo, Irving, Stevenson, Gibbon, etc., now reclining in our forebears' libraries. Have people forgotten how to read and write as well as play a piano? Has home become just a place to park and serve occasional buffet suppers?

MILDRED WOODS
St. Louis, Mo.

Cap Rieber

Sirs:

I would never permit another of my copies of LIFE to be destroyed if they all contained a story such as Cap Rieber (July 1 issue). To read the life of a successful man is inspiring and educational.

ROBERT M. PRINCE
Charleston, S. C.

Sirs:

I congratulate LIFE and Joseph J. Thorndike Jr. on your Close-up of Cap Rieber. Like a yarn out of a storybook, Thorndike brings to LIFE readers the story of the development of a great company and a great man. I like Rieber's daring and devil-may-care methods.

ABRAHAM RONKIN
Bridgeport, Conn.

Sirs:

I don't know why you ran that Cap Rieber feature in your issue of July 1. When I had finished it I was left with a very unpleasant taste. Cap Rieber is evidently one of those "hardheaded" but really "hardhearted" businessmen who are giving America such a bad black eye right now. We Americans shudder at and condemn the bombings of Chungking and of Rotterdam, yet men like Rieber go right on selling oil to Japan the way they sold to Germany right up to the outbreak of the war.

If the exposure of such a man was your aim, then congratulations.

SHERIDAN H. GARTH
Westport, Conn.

Airview of New York

Sirs:

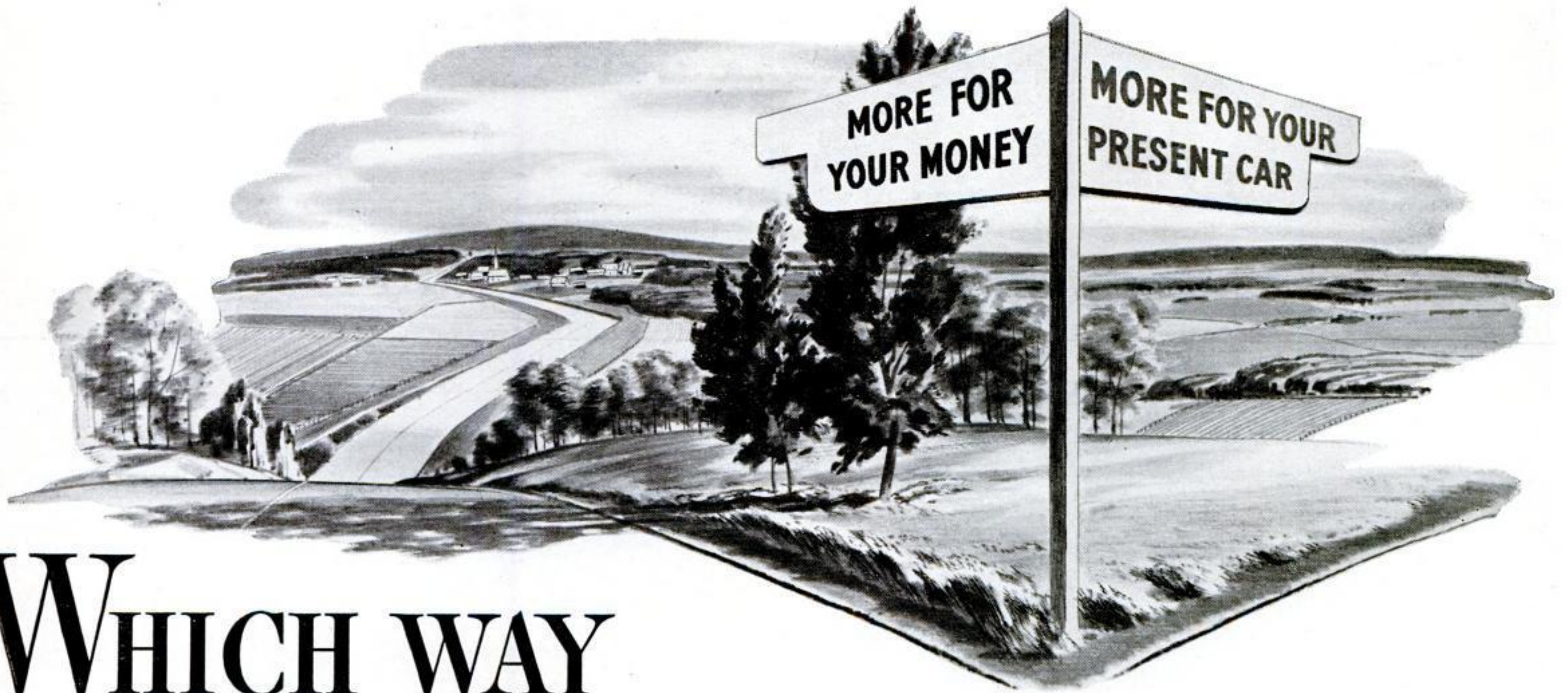
Your pictures of New York from four miles up (LIFE, July 8) are very interesting but I believe that Hitler should be made to take his own pictures.

WILLIAM F. DANIGER
St. Anthony, Idaho

● LIFE will keep quiet about genuine military secrets. However, airviews of American cities are not and never have been secrets.

The German Intelligence Service has all the airviews of these cities that it can possibly use tucked away in its Berlin files.—ED.

(continued on p. 4)



WHICH WAY

when you buy a new car?

TWO roads open up before you when you set out to buy a new automobile.

Maybe you figure that the way to get the best "deal" is to play one dealer against another until you get the highest trade-in figure for your old car.

Or maybe you figure out *the actual money difference* between the old-car allowance and the new-car delivered price—and judge the transaction on that basis.

Which is better? Well, consider this:

A high trade-in allowance doesn't always mean a good "deal." It may only mean that the delivered

price has been boosted in order to make such an allowance possible. That is called "packing" and the best way to avoid it is to get an itemized breakdown of delivered prices.

To help you see all the items in the price you pay, General Motors has furnished its dealers with price charts, like the one shown here, and with "plainview" price tags to place on the cars on display in their showrooms.

. . .

This is the kind of price chart furnished by General Motors to its dealers to show what makes up the local delivered prices of new cars delivered to customers.

Thus your General Motors dealer can show you all of the items that make up the final delivered price.

That's the simple way to know what you're paying for when buying a new car. Ask your General Motors dealer for *all* the facts.

| LOCAL DELIVERED PRICES 1940 GENERAL MOTORS CARS | | | | | | |
|---|----------------|-------------|-------------------|----------------------|----------------------|---------------------|
| | BUSINESS COUPE | SPORT COUPE | CONVERTIBLE COUPE | 3 DOOR TOURING SEDAN | 4 DOOR TOURING SEDAN | CONVERTIBLE PHAETON |
| PRICE OF CAR | | | | | | |
| TRANSPORTATION CHARGE | | | | | | |
| CASH DELIVERED PRICE OF CAR | | | | | | |
| OPTIONAL EQUIPMENT & ACCESSORIES | | | | | | |
| TOTAL CASH DELIVERED PRICE | | | | | | |
| STATE AND LOCAL TAXES (IF ANY)—EXTRA | | | | | | |

ACTUAL PRICES APPEAR ON CHARTS DISPLAYED IN DEALER SHOWROOMS

TO INCREASE VALUE IS TO ENRICH LIFE

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC

Living alone taught me thrift... and a new **Love Secret**

I've found it's not only thrifty but wise to use Pepsodent Antiseptic. It gives 3 times the breath protection to safeguard personal charm because it lasts 3 times as long as ordinary mouth washes!



I'm a Bargain Hunter!

Now that I'm on my own, pennies count. So I've got to be careful to get my money's worth... and more! And I usually do!



Got a Man in Mind!

I'm keeping house for a purpose. My man's going to find I know how to be easy on his eyes, easy on his digestion, easy on his pocketbook.



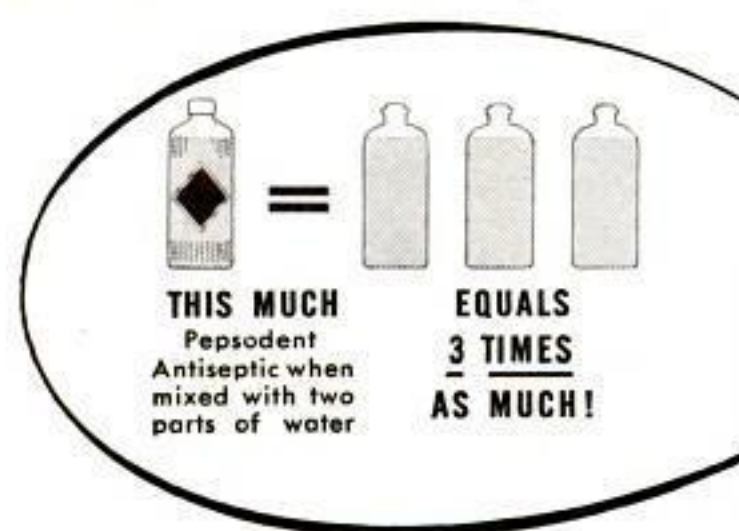
and I've learned a new secret road to his Heart!



The enticement of a spring-fresh breath stirs romance. It assures the confidence so necessary in a critical close-up.

Keep your breath always fresh and sweet. It means so much to you... and to others. Spend just a few moments gargling morning and evening with Pepsodent Antiseptic and you'll be more sure about your charm... in even those critical close-ups.

Pepsodent Antiseptic curbs unpleasant breath effectively and is still antiseptic even when diluted with two parts of water. Thus it gives you 3 times as much safe breath protection as ordinary mouth washes, because it lasts 3 times as long! Get a bottle of Pepsodent Antiseptic today!



Pepsodent Antiseptic

Your "Breath Insurance"



LETTERS TO THE EDITORS

(continued)

Charlie Chan Dams Gulf Stream
Sirs:

Among letters to the editors in the July 8 issue was Mr. William R. Snyder's plan for defense of the U. S. by damming the Gulf Stream.

As you may know, I write and draw a cartoon feature strip in which Charlie Chan, the Chinese detective, experiences many exciting adventures. The next sequence in the adventures of Charlie chronicles the accomplishment of the plan to which Mr. Snyder refers.

For months I have been toying with the idea of having Chan work for world



CHARLIE CHAN

peace. I have been considering the plan to put the wars of the old world on ice and freeze out the war makers. Naturally, the work has been done quietly because we have regarded damming the Gulf Stream as a "secret weapon" which could put real teeth into the Monroe Doctrine.

Of course the plan is possible, even though at first hand it may seem fantastic.

I am enclosing greetings from Charlie.

ALFRED ANDRIOLA

Rutherford, N. J.

Rakish General Lee

Sirs:

Postscript to your references to General Charles Lee, in your fine presentation of American independence in the July 8 issue of LIFE:

This General Charles Lee was no relative of the famous Virginia Lees—General Bob, Light-Horse Harry, Richard Henry, Lightfoot and so on. As you say, he was an English adventurer but was adopted into the Seneca Indian tribe when he married the daughter of the chief of that tribe long prior to the Revolution. A peculiarly hard-wearing, hard-drinking, slovenly, human, kind-hearted (where animals were concerned) and unprincipled old rake he must have been! In his will, his closing pronouncement was: "Most earnestly I desire that I may not be buried in any church or churchyard, or within a mile of any Baptist or Presbyterian meeting house. For since I have resided in this country I have kept so much bad company while living that I do not choose to continue it when dead."

Charles Lee named his three favorite dogs Father, Son and Holy Ghost!

GARNETT LAIDLAW ESKEW

Chicago, Ill.

Powdered Blood

Sirs:

Your article on powdered blood in the July 8 issue was so timely that it is too bad that the credits for the solution of a difficult problem were condensed to the point of some inaccuracy.

Dr. Stuart Mudd is not from the Pennsylvania Hospital but is professor of bacteriology at the University of Pennsylvania. Dr. Florsdorf is his associate. These two men established the method of drying blood. From the Pennsylvania Hospital, Dr. Joseph Hughes had the idea of using it in hemorrhage and shock. Drs. Douglas Bond and David Wright treated shock

BORN BETWEEN July 23 and Aug. 23?



Pat yourself on the back. Your sign is Leo. You're proud and ambitious. Certainly nothing less than Hamilton will do for your birthday! See the new models today.

FREE! Horoscope booklet for every month of the year. Write to the Hamilton Watch Company, 75 Columbia Ave., Lancaster, Penna.

Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade Hamilton makes.

Top: FELICIA. 17 jewels. 10K white or natural gold-filled. \$40. Bottom: BROCK. 19 jewels. 14K coral gold with dial to match. \$77.50.



Hamilton
THE WATCH OF RAILROAD ACCURACY



Ask for
Hires
to get the
GENUINE

5¢

Believe It or Not!

by **RIPLEY**

**YOUR CASH
PROMPTLY
REFUNDED!**

**IF
THIS
NEW INK DOESN'T DO WHAT
NO OTHER INK CAN!**

I WOULD LIKE TO ACQUAINT YOU WITH SOMETHING I CONSIDER A GENUINE BLESSING TO EVERYONE WHO WRITES WITH A PEN. IT'S THIS: I FOUND OUT FROM PARKER PEN EXPERTS THAT ABOUT 65% OF THE TROUBLES PEOPLE HAVE WITH ANY FOUNTAIN PEN ARE DUE TO INKS THAT CLOG THE FEED, GUM THE POINT, SHUT OFF THE FLOW AND CORRODE THE WORKS. TO GUARD PENS FROM BEING CHARGED WITH POOR SERVICE DUE TO PEN-CLOGGING INKS, PARKER CHEMISTS CREATED AN INK—

Called Parker Quink—
THAT DOES WHAT NO INK EVER DID BEFORE.

1st-Quink DISSOLVES THE DEPOSITS LEFT
IN YOUR PEN BY PEN-CLOGGING INKS.
THUS IT CLEANSSES YOUR PEN AS IT WRITES
—A PARKER OR ANY OTHER PEN.

2nd-Quink DRIES
ON PAPER 31%
QUICKER THAN
AVERAGE, YET DOES
NOT DRY IN YOUR PEN.

3rd-Quink IS MADE TWO WAYS —
A PERMANENT—AS PERMANENT
AS THE PAPER.
B WASHABLE—THE SAFE
INK FOR HOME AND
SCHOOL—IT WASHES
WITHOUT TRACE FROM
HANDS, CLOTHES, RUGS.

WHEN I FOUND OUT THESE THINGS,
I ASKED MR. PARKER WHETHER WE MIGHT
MAKE THIS OFFER SO THAT EVERYONE MIGHT
TRY Quink ON MY RECOMMENDATION
WITHOUT RISK.

“LET'S GO AHEAD!” HE SAID.
OUR 30-DAY
OFFER GET
PARKER
Quink

FOR 15¢ FROM ANY STORE SELLING INK.
TRY IT TO YOUR HEART'S CONTENT. IF
IT DOES NOT CLEANSE YOUR PEN—KEEP
IT FROM CLOGGING—MAKE IT WORK
BETTER, AND WRITE BETTER, THAN ANY
INK YOU'VE EVER USED—AND DRY FASTER
ON PAPER—IF IT DOESN'T DO ALL THIS,
THEN WRITE WITHIN 30 DAYS TO THE
PARKER PEN CO., JANESVILLE, WIS., AND
ENCLOSE YOUR Quink BOX-TOP. YOUR 15¢
IN CASH WILL BE REMITTED BY RETURN MAIL.

*Reg. U. S. Pat. Off.
Try Parker
Quink
AND YOU'LL JOIN ME IN PRONOUNCING IT
A MIRACLE OF CHEMISTRY,
Believe It or Not!
Robert L. Ripley

Quink IS MADE BY THE PARKER PEN CO. JANESVILLE, WIS.

LETTERS TO THE EDITORS

(continued)

in experimental animals. Dr. Max Strumia of the Bryn Mawr Hospital improved the method for use in human beings by using dried plasma instead of serum.

EARL D. BOND, M. D.
Director of Research

Institute of the Pennsylvania Hospital
Philadelphia, Pa.

● LIFE thanks Dr. Bond for his letter, is glad to give credit where credit is due for the solution of this vital problem.—ED.

Refugees “De Luxe”

● [This letter, written by an American whose home was in Le Touquet, France, recounts how he sped with some of his family to southern France when the Germans broke through in the North.—ED.]

A frightened female voice came over the phone, “I must say it in English. I'm not allowed to say it in French. The Germans are in Amiens and Arras. We've got to get out.”

We did more things that morning preparing for our sudden departure than I thought were possible. Paintings and tapestries were taken down. The family china was packed, the silver was greased, wrapped in sacking and buried in the garden. In the midst of this confusion I went to say goodbye to the P. G. Wodehouses, our nearest neighbors at Le Touquet. Ethel Wodehouse was in a dither. “Don't look at me,” she pleaded. “I'm in an awful mess. ‘Plummy’ is terrible. He doesn't want to go even now.” “Plummy” was in the middle of a novel. The idea of Germans didn't worry him much. All he wanted was to be left in peace. “How can one work when everyone is so nervous?” he asked.

We arranged to meet the Wodehouses at Caen the next day. Little did we then know that this was the last we should be seeing of each other.

When we got off, we had the first three miles of the road to ourselves. Then we met the full flood of Belgian refugees. It took eight hours to cover the 60 miles to Dieppe. That night everyone pulled out of the automobile caravan to settle down by the road. The moon was shining, nightingales were singing. Then from almost above our heads came a rain of sparks, long blue ones striking diagonally in the neighboring field. Three German planes swooped down. We were being machine-gunned. Another burst of fire and we dashed into a nearby wood. Five refugees were killed.

The next day we arrived at Mortagne where we got our first meal in many hours. Only the strange collection of people in the dining room suggested that we were in the midst of the world's most devilish war. The most impressive refugee in the room was an old countess. Through tortoise-shell lorgnettes she scrutinized the room. During one of these inspections her eyes lit on Nell's stockingless legs. It seemed odd that anyone should be bothering about Nell's lack of stockings when only a few hours earlier we had been hiding under trees to escape death from German bullets.

We drove on, 24 hours without end. Finally we arrived at Biarritz and put up at the Hotel du Palais, the best in France at that moment. Under its roof were gathered a varied collection of refugees *de luxe*. Heading the list were a famous French hostess, the ex-husband of an American heiress, a famous French actress and a playwright. Wealthy industrialists, dukes and marquesses were two for a penny. An eccentric old lady—of half-royal, half-gypsy blood—arrived from her estates in southern France in her Rolls-Royce crammed with the family silver. For a record-breaking price she secured the only attic room available.

RODERICK CAMERON



“Perspiration Odor is a Handicap to any man's success!”

“And the tragedy is that a man may offend and never know it. I take no chances—and always use Mum!” says Mr. John David Sweeney, Jr., a crack salesman for Stewart-Warner Refrigerators.

“WITH business hard to get... with competition keen and active... no man can afford to offend! For perspiration odor is one fault that no one ever forgives—or forgets! That's why I always play safe... with Mum!”

Why ever take this risk yourself? Why let perspiration odor handicap your business success, your social popularity? It is so easy to be safe... if only you use Mum every single day!

How Mum Acts to “Kill” Underarm Odor

Right after every shower, dab a little Mum under each arm. It takes but 30 seconds... yet you definitely end perspiration odor all day long.

Remember—a shower merely cares for *past* perspiration, but Mum vetoes risk of underarm odor to come.

Mum is a pleasant, bland cream deodorant, easy to use, effective in results. It won't irritate your skin. It can't harm your shirts. And Mum does not stop perspiration.

Ask the ladies, they know! Your wife, sister or mother uses a deodorant—probably Mum. But shy away from daily arguments and don't try to “borrow” theirs. Get a jar of Mum from your druggist today. And whether you are starting a business day, or a social evening, make sure you will never offend... with MUM!

MUM

takes the Odor out of Perspiration

[Socially or in business—Play safe with Mum!]



Your morning shower takes care of yesterday's perspiration, but Mum prevents underarm odor to come—carries on where your bath leaves off.

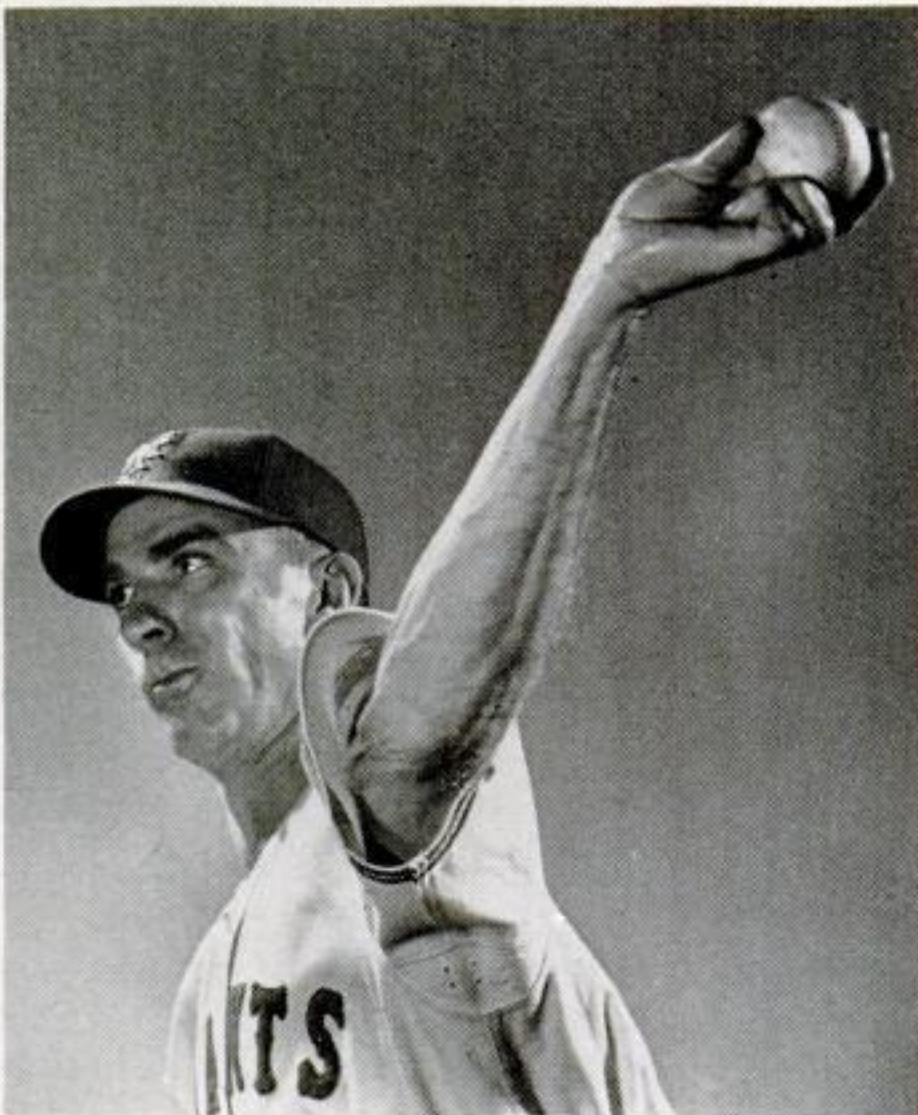


The people you meet in business—and your family and friends—like you better when you avoid risk of underarm odor with Mum.

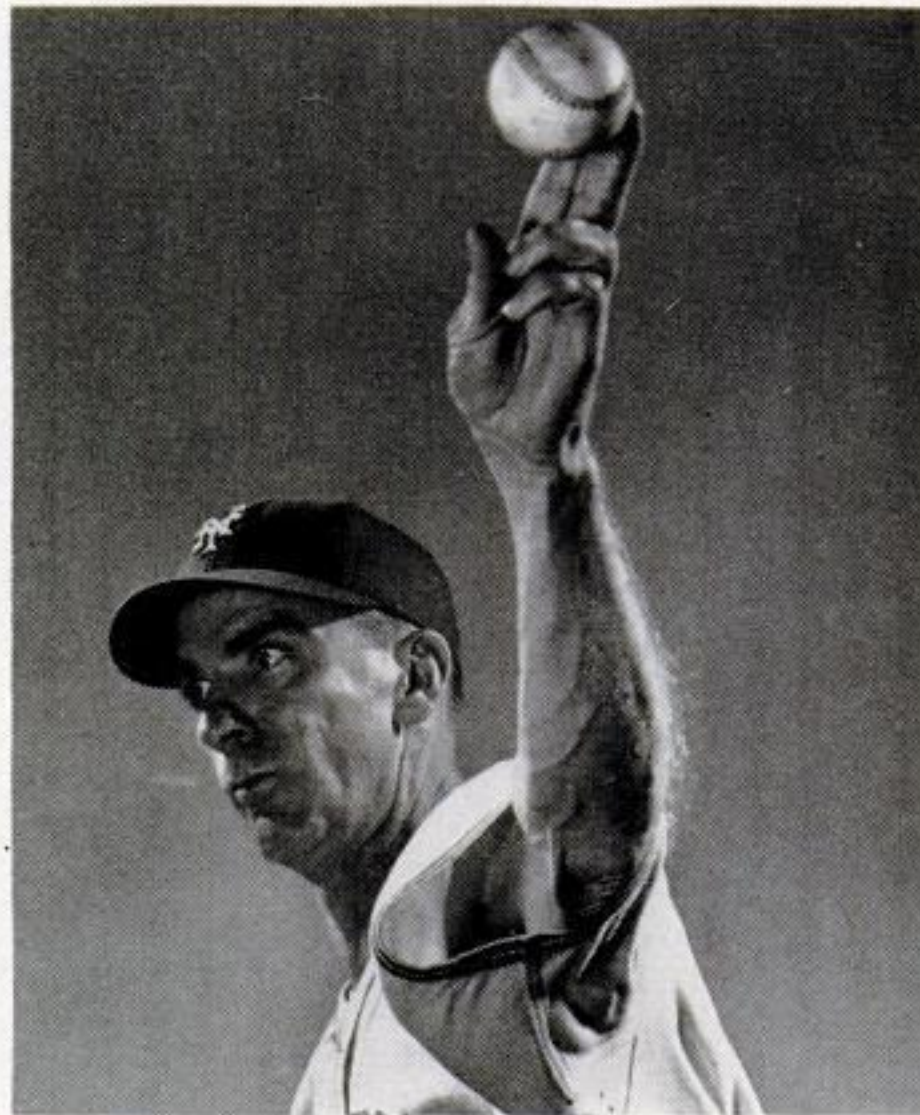


CARL HUBBELL'S FAMOUS HANDS ARE AS STRONG AND SENSITIVE AS THOSE OF A MAGICIAN. HE HOLDS BALL TENDERLY AS IF, FOR HIM, IT WERE SOMETHING ALIVE

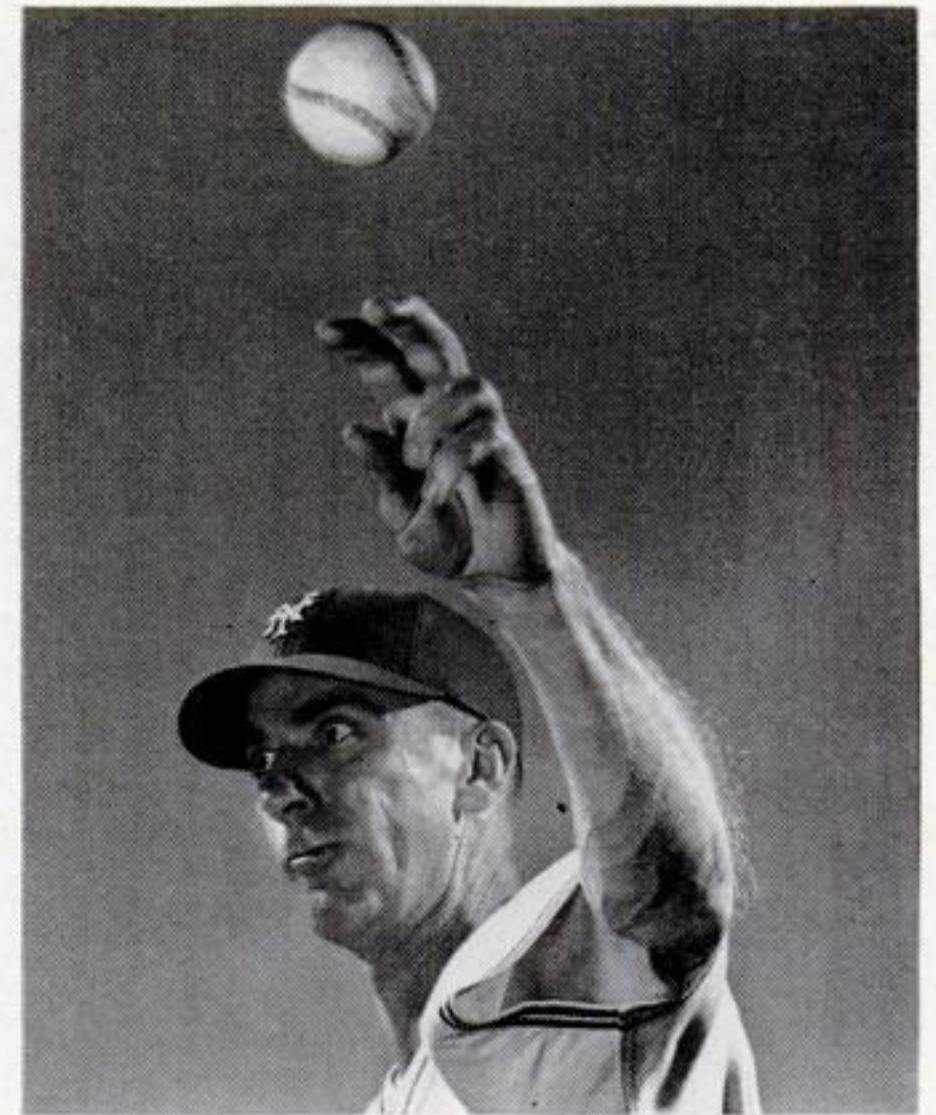
THE STRAIGHT BALL



Fast but well controlled, the straight ball is a necessity for every pitcher. Carl throws his overhand. Gripping the

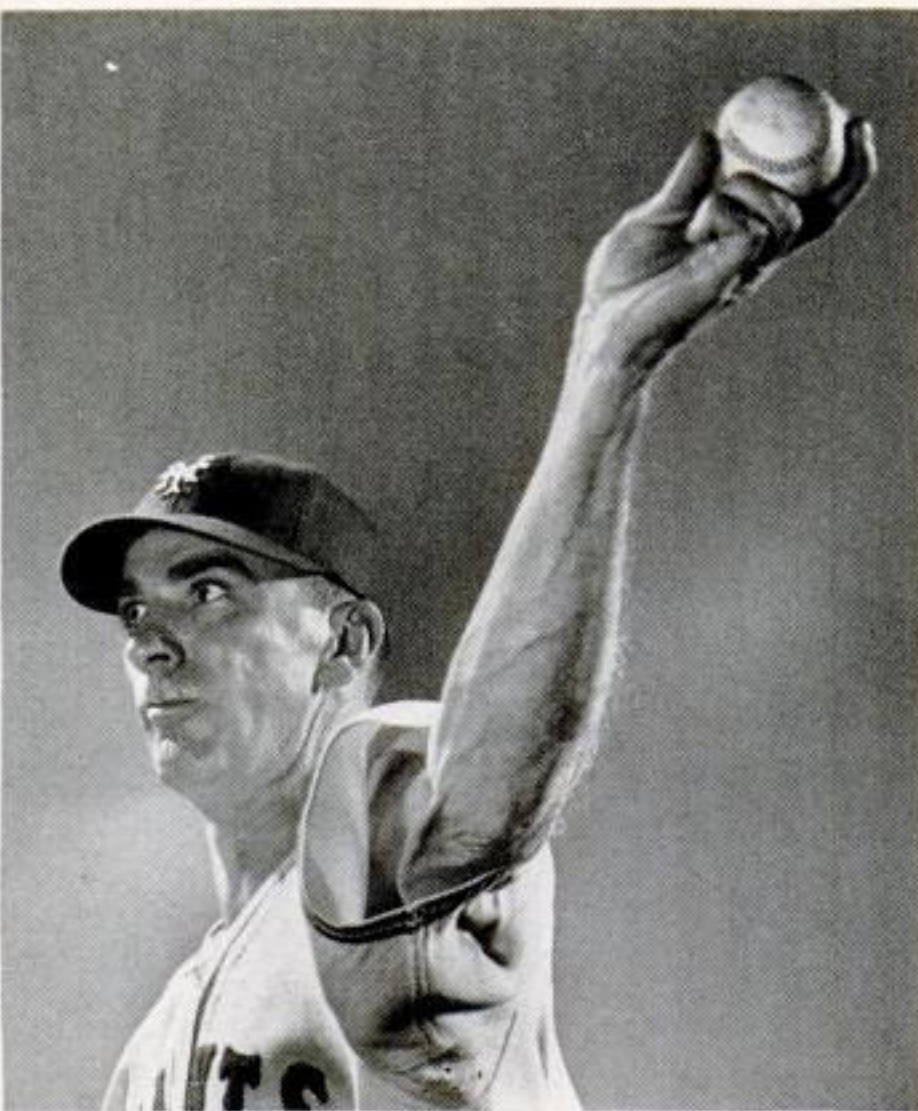


ball firmly with thumb and first two fingers, he lets it go straight off these two fingers. Spin is on a horizontal axis,

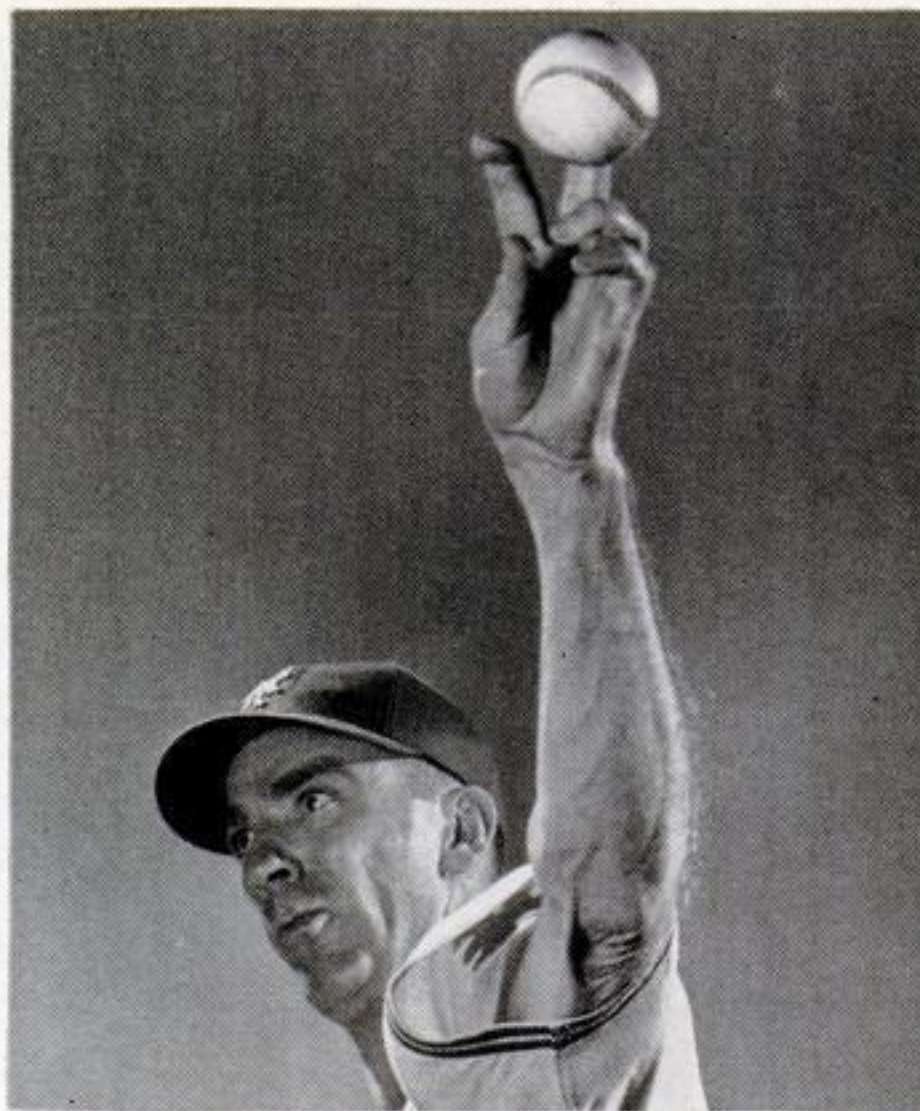


causes no curve. Scar on Carl's arm comes from a 1938 elbow operation, which removed some bone splinters.

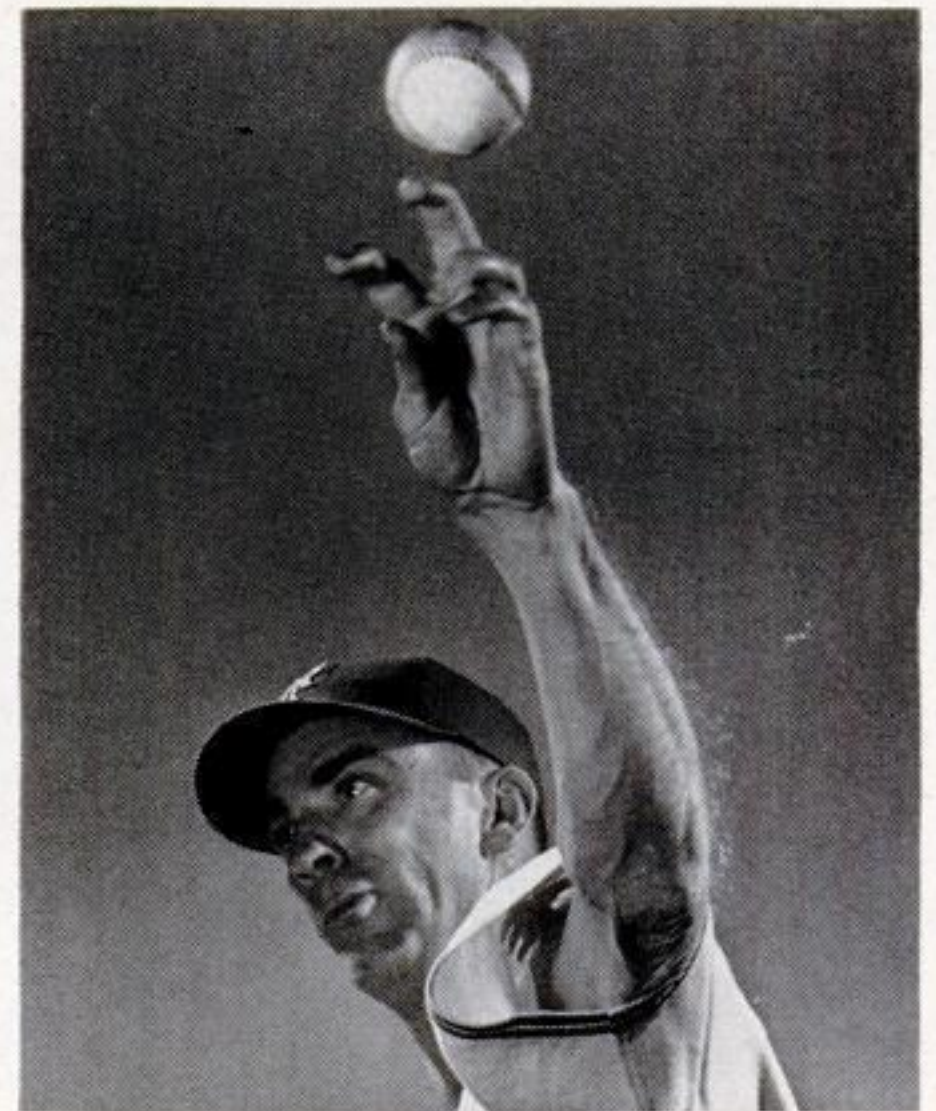
THE SCREW BALL



Carl's most famous and effective pitch is the screw ball. Starting with the same motion as for a straight ball, he



turns his wrist sharply in toward his body. Before the ball leaves his second finger, he flips it with his first finger,



giving it a terrific spin. As the ball spins toward the plate, it drops out and down to a right-handed hitter.

SPEAKING OF PICTURES . . .

. . . FAST-ACTION CAMERA SHOWS HOW HUBBELL THROWS A CURVE

On the dirt-smudged pages of how-to-play baseball manuals, pawed over by millions of American kids, no illustrations are more avidly studied than those showing how famous pitchers throw their curves. In these lessons it is always emphasized that the most important moment is when the ball leaves the pitcher's hand. In that fraction of a second, the fingers impart the spin that later, as the ball approaches the plate, causes it to hop, curve or drop.

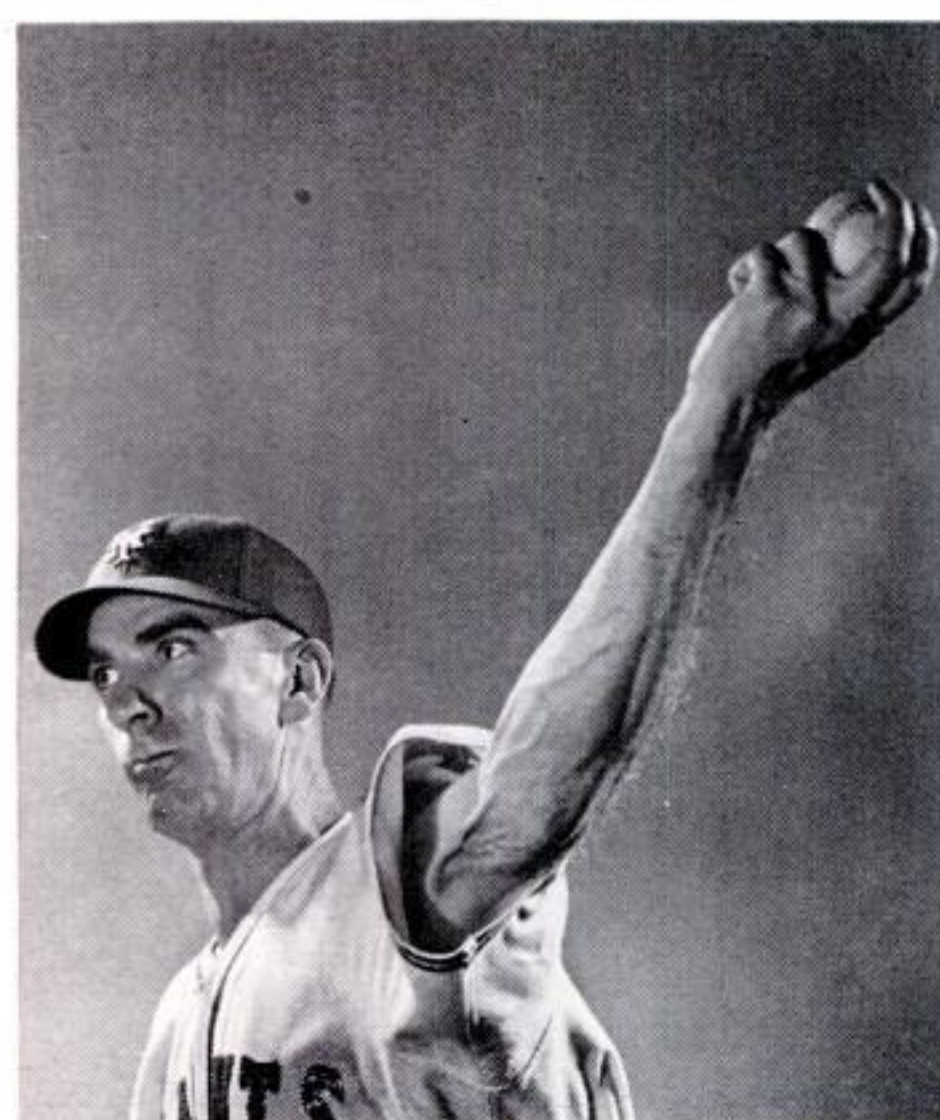
On these pages LIFE presents the first still pictures ever taken of this crucial moment. They are the first successfully to freeze the final speedy flip of the pitching wrist. To get them, Photographer Gjon Mili had to do considerable experimenting. Even

though he used his stroboscopic lighting system, which enables him to take pictures at 1/100,000 of a second, he still could not snap the lights at exactly the right moment. Finally he arranged an electric beam which, when cut by the motion of the pitching arm, immediately set off the high-speed lights.

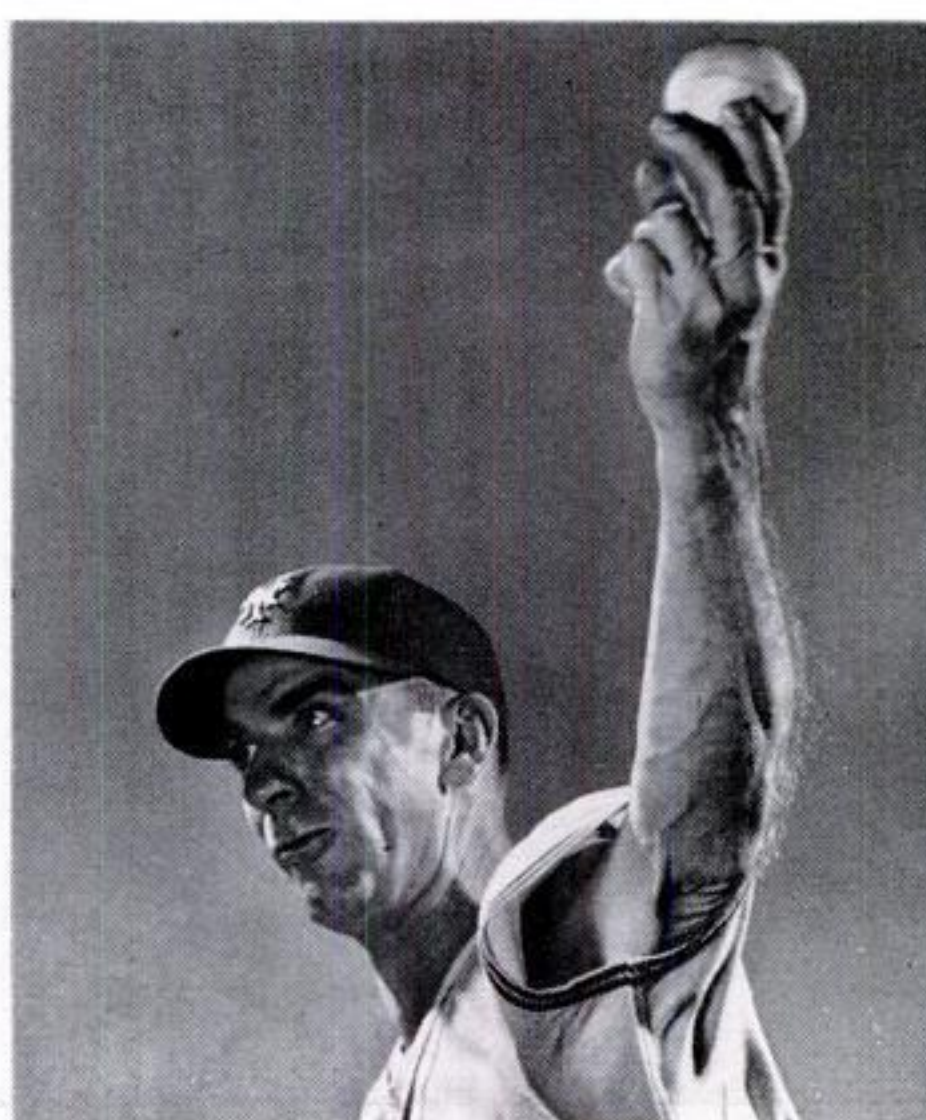
Mili could not have had a better pitcher to experiment with than Carl Hubbell, southpaw hurler of the New York Giants. For a decade Hubbell has been baseball's greatest pitcher. Even today, 37 years old and not as strong as he once was, he still has more control and a better knowledge of curves than any other pitcher in the game. Three times, beginning in 1925, Hubbell tried to break into the

major leagues and each time he failed. Finally in 1928 he came up with the Giants for whom he has pitched ever since. During those years he has set records which may never again be equaled. In 1929 he pitched a no-hit, no-run game. He has pitched 46 consecutive innings without allowing a run and has won 24 games in a row. In 1933 he had the remarkably low earned-run average of 1.66, and in the All-Star game in 1934, he struck out Ruth, Gehrig, Foxx, Simmons and Cronin in quick succession. Even this summer, well past his prime and no longer able to win 25 games a season, he pitched a one-hit shutout against Brooklyn on Memorial Day, one of the few games in recent years in which a pitcher faced only 27 batters.

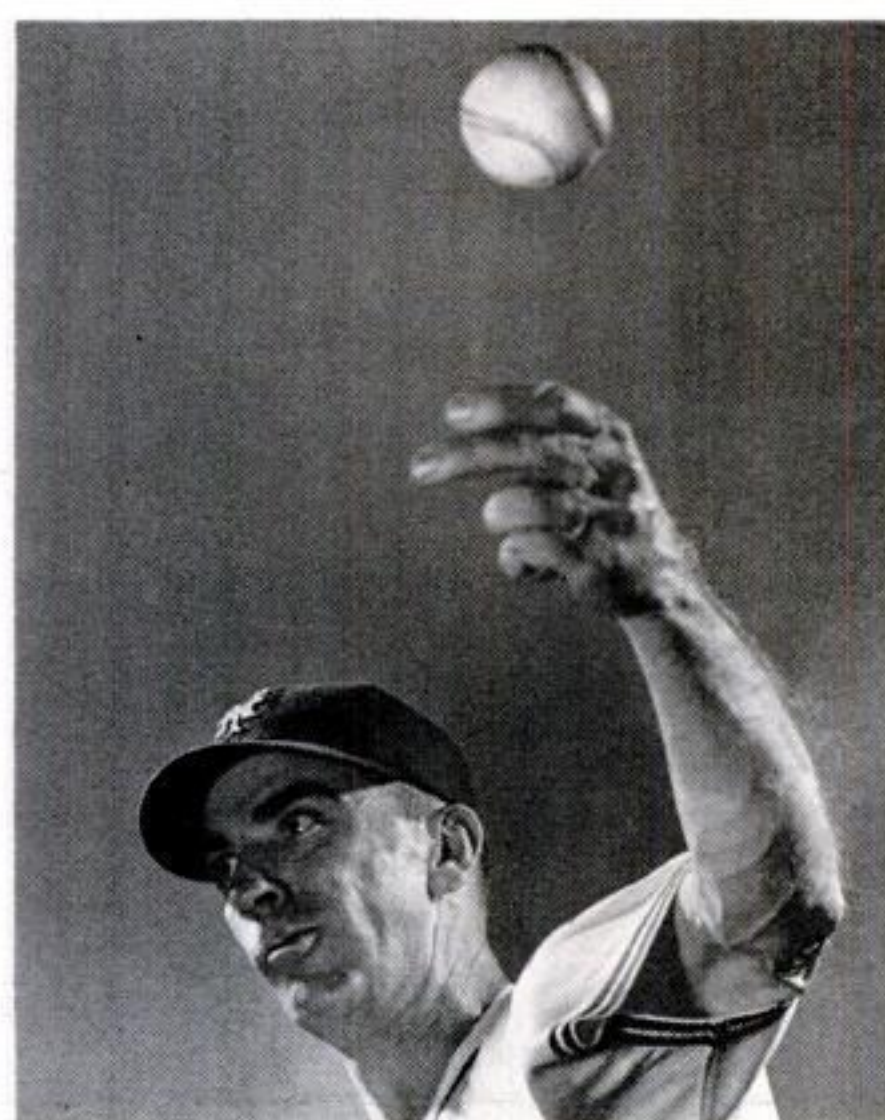
THE CURVE



It breaks the opposite direction from the screwball. That is, it comes in toward a right-handed hitter. It is thrown

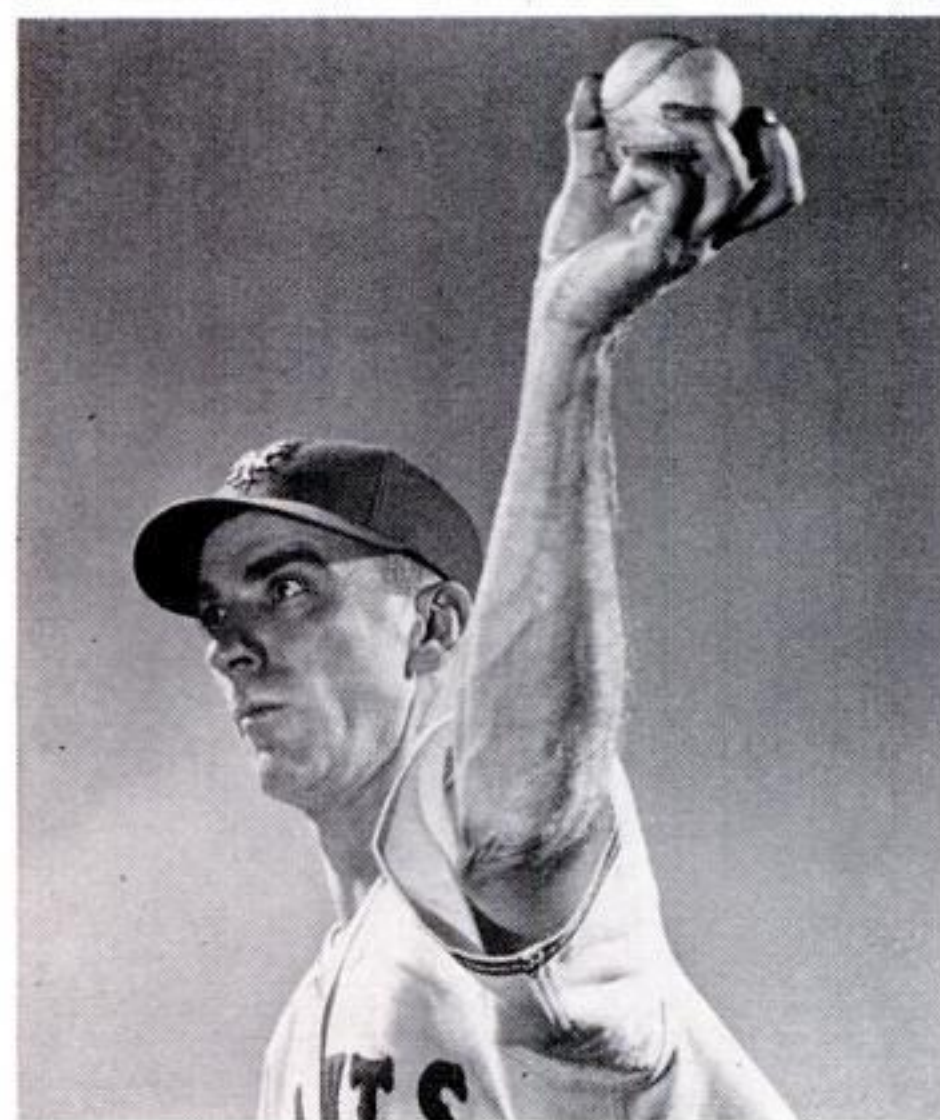


by a sharp twist of the wrist away from, instead of toward, pitcher's body. The ball is let go off the corner of the first

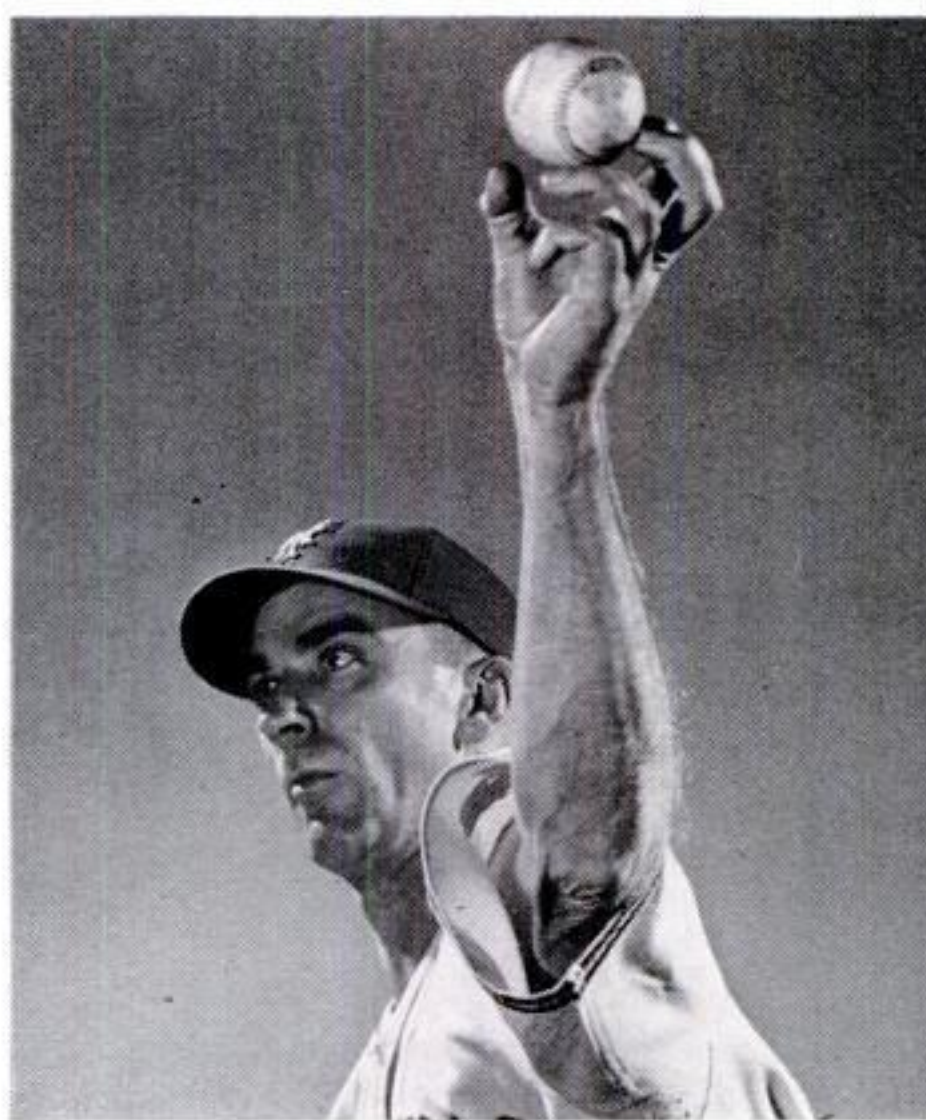


finger, with the second finger helping to give the spin. Notice the strain on Carl's elbow as he throws a curve.

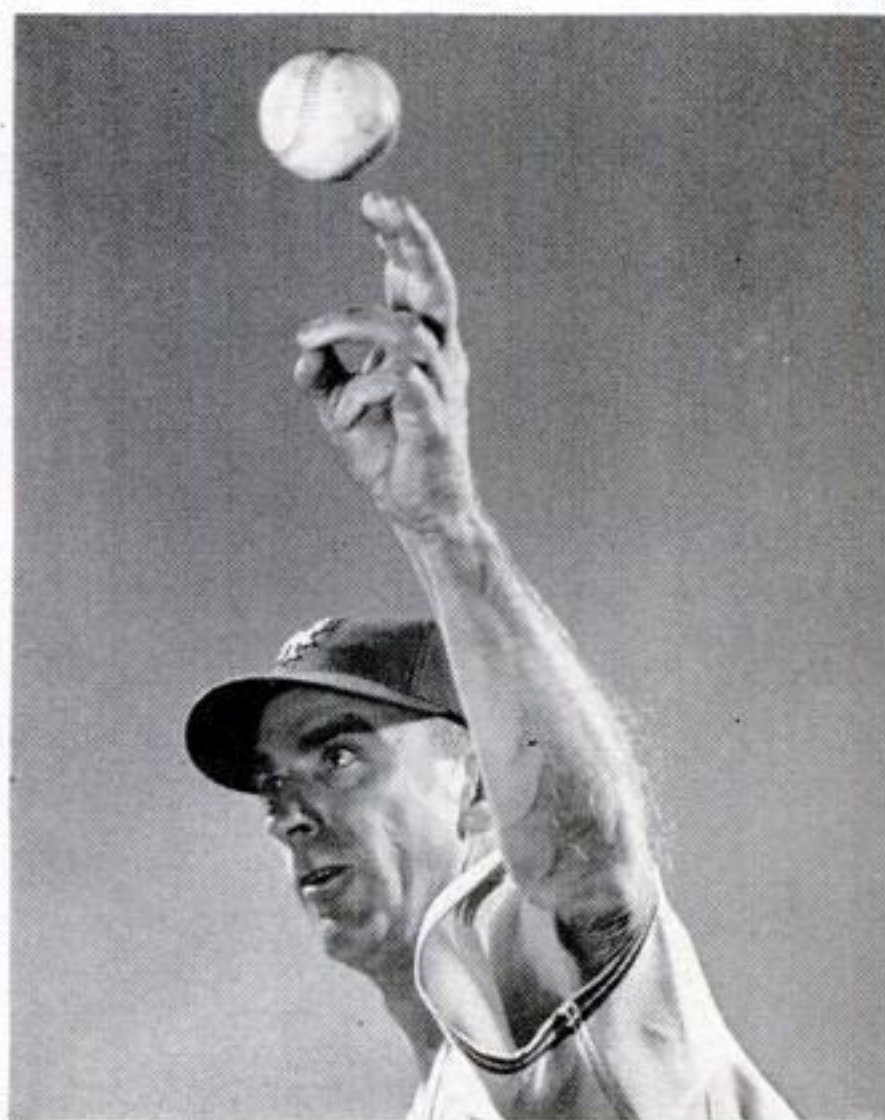
THE KNUCKLE BALL



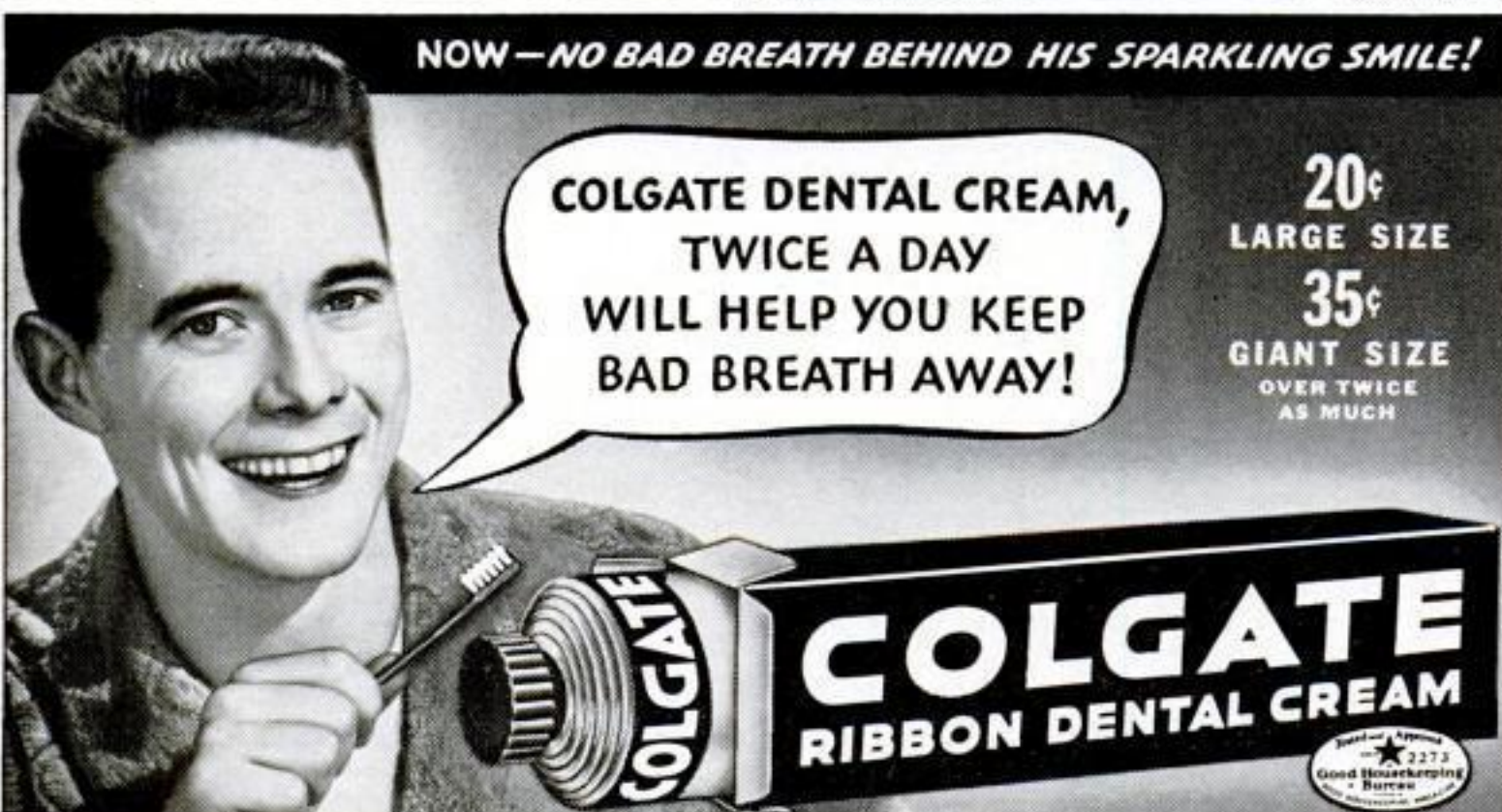
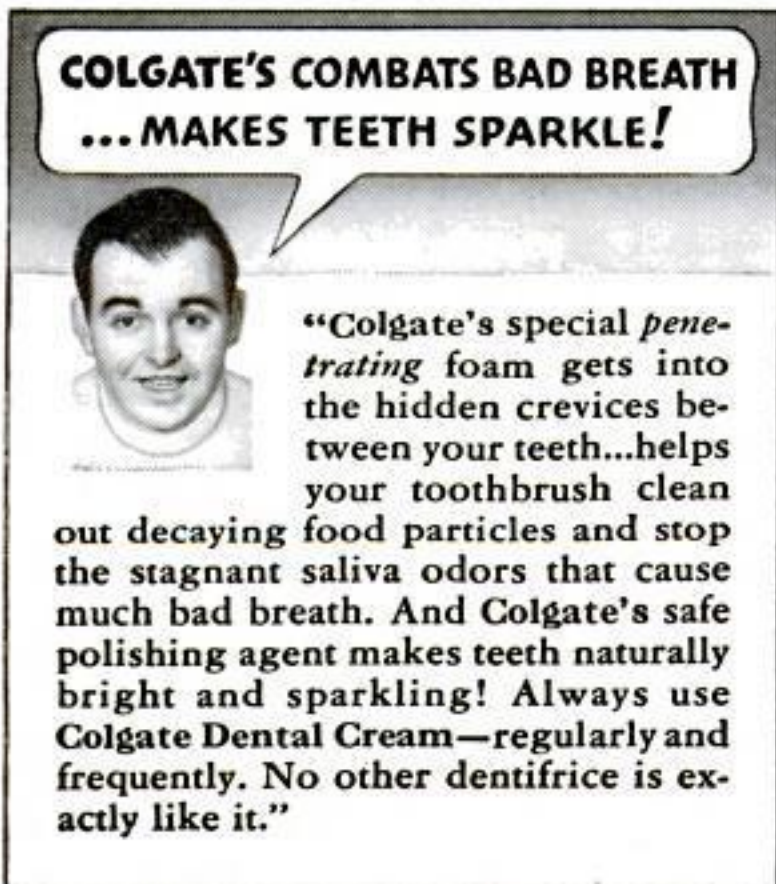
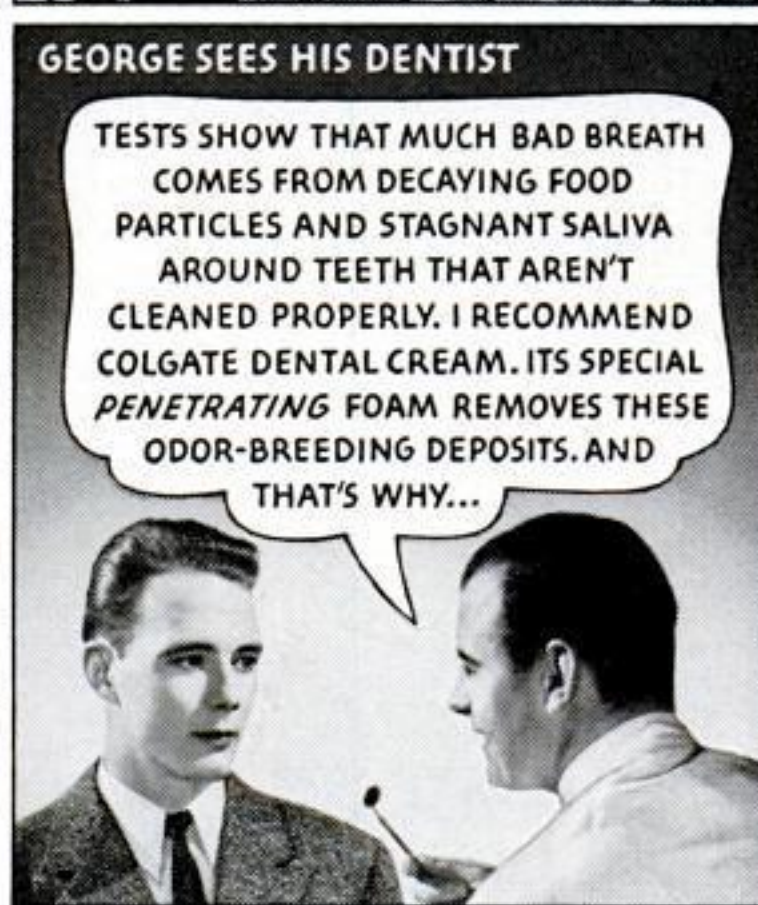
A freak pitch, the knuckle ball is seldom used by Hubbell. He says he can never be sure where it will go. The fingers



are turned under, and the ball is gripped by the knuckles. As the ball is released, the first and second fingers come



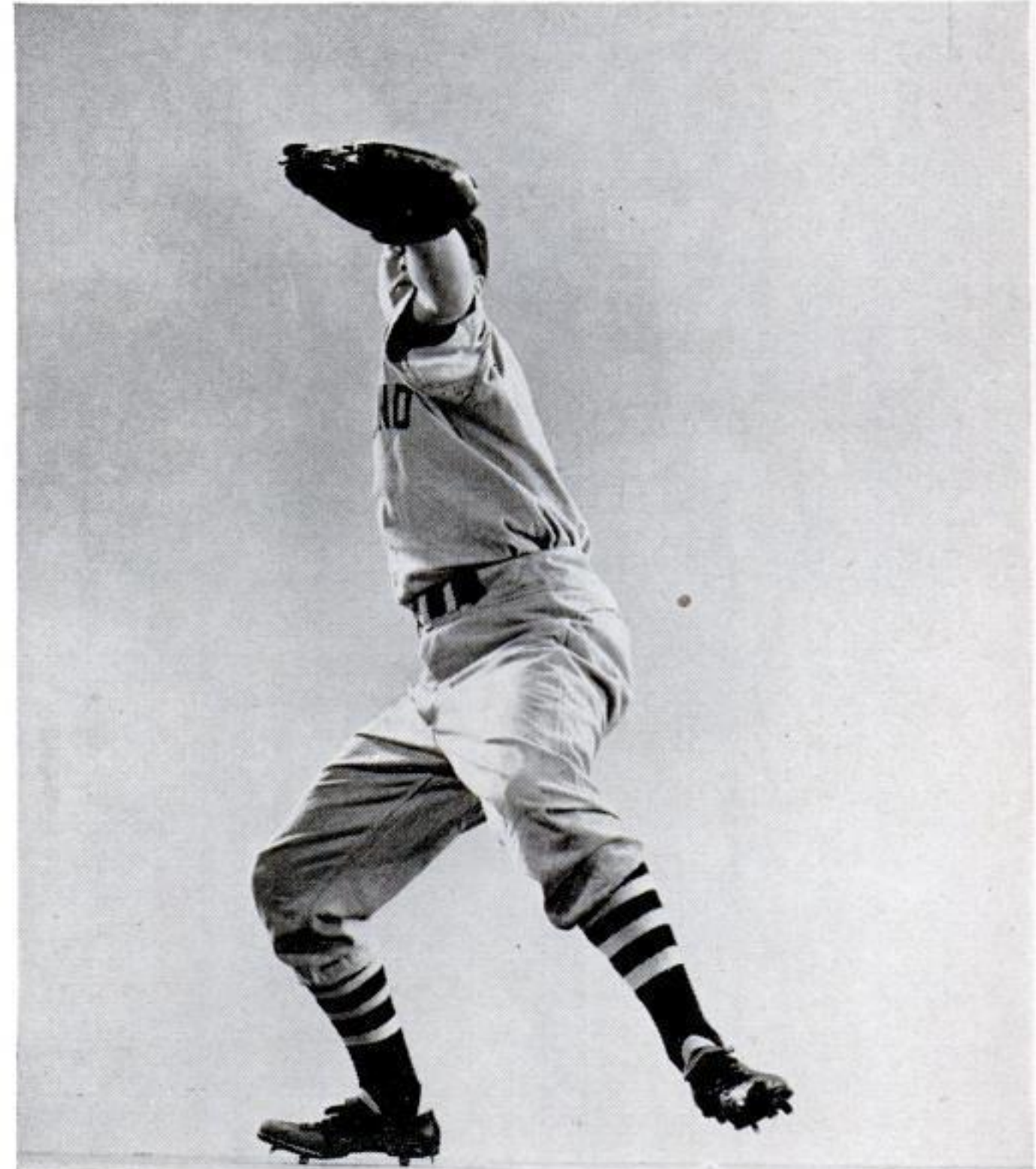
up sharply under it and push it out. The ball seems to hang in the air as it slowly drifts up to the plate.



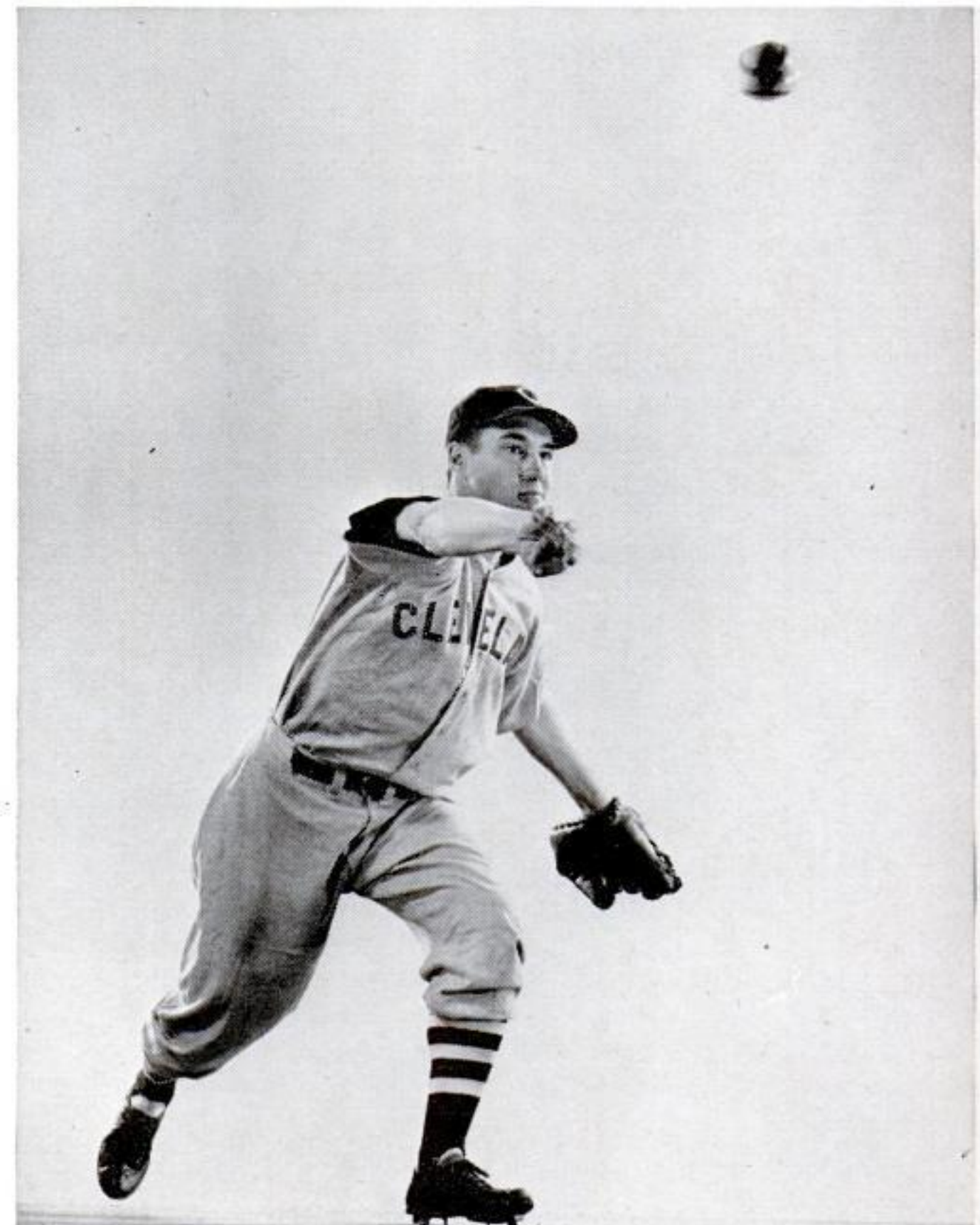
SPEAKING OF PICTURES

(continued)

Today Carl Hubbell rates with Christy Mathewson, Walter Johnson, Grover Cleveland Alexander and Cy Young as one of history's great pitchers. With the possible exception of Lefty Grove, no other active player rates so high. Among the kids in the game today, only young Bobby Feller of the Cleveland Indians seems to have the ability to join this group. The winner already of 13 games, he may take 30 before the end of the season. His pitch, fastest in baseball, is here photographed by Mili.



WAY BACK ON HIS RIGHT LEG GOES FELLER, GETTING SET FOR A FAST BALL



OVER COMES ARM, WITH A POWERFUL BODY SWING AND SNAP OF THE WRIST

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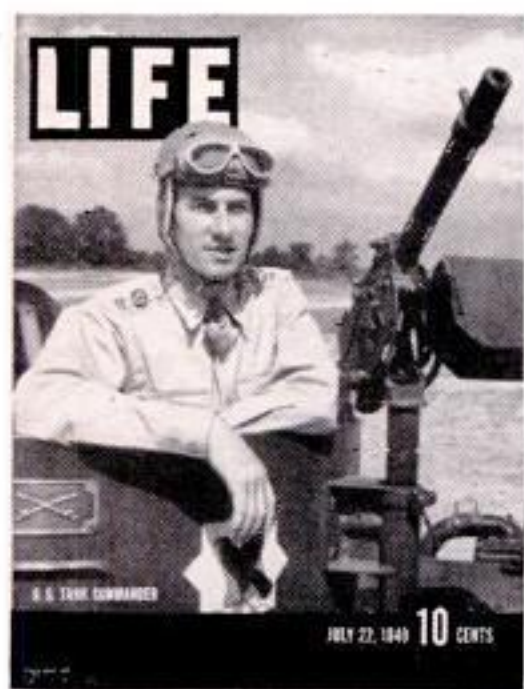
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LIFE'S COVER. Most Americans would sleep better these nights if there were more men in the nation's service like Capt. Clayton J. Mansfield, 34, shown standing in the turret of what everybody else calls a tank but what the Cavalry, by law, must call a "combat car." A quiet-spoken expert in mechanized war, he currently commands Troop E of the 1st Cavalry, and is busy training tank recruits at Fort Knox. The hawk on his shoulderstrap and on the tank is the insignia of the 1st Cavalry which is to become part of a U. S. Armored Force (see pp. 56-63).

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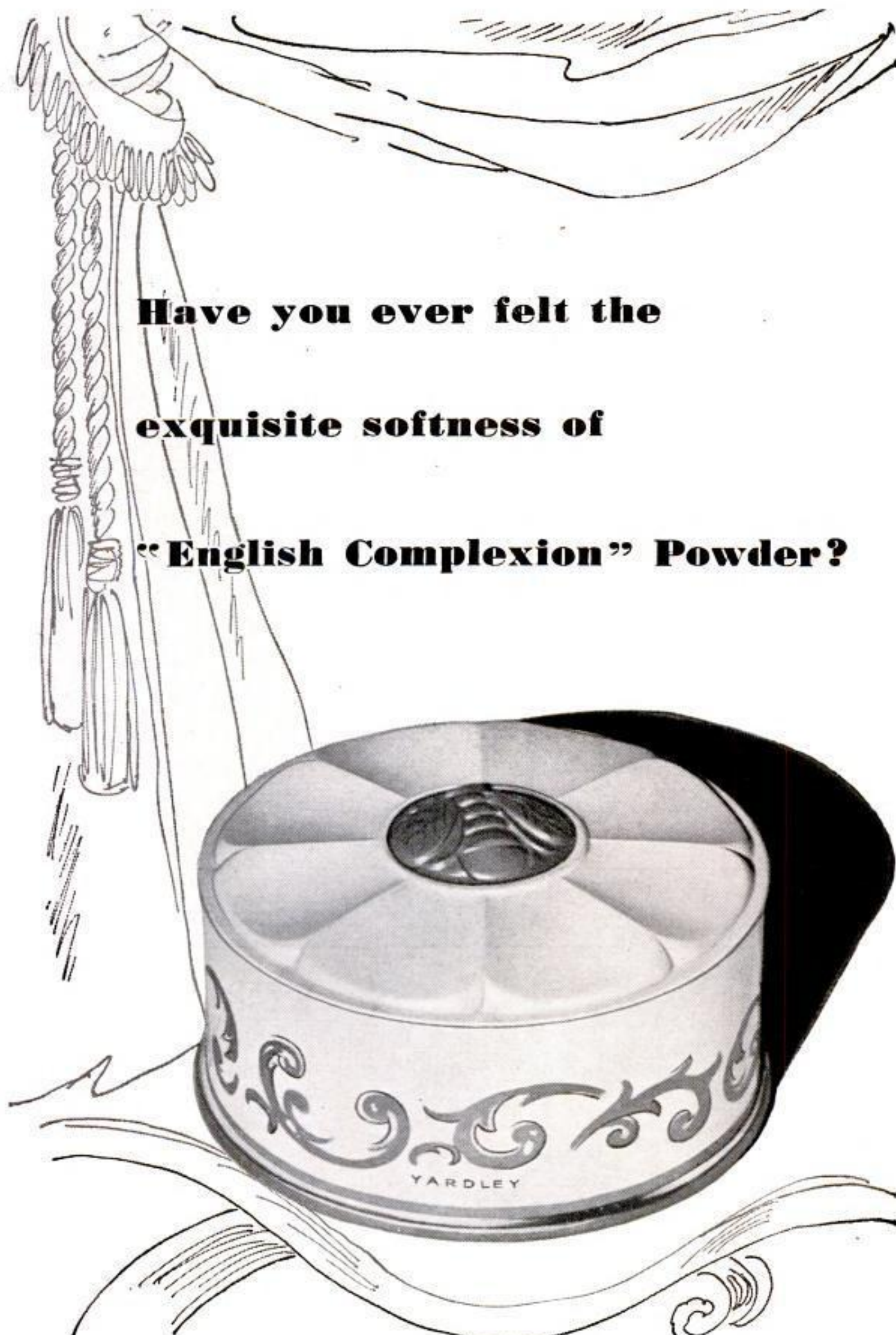
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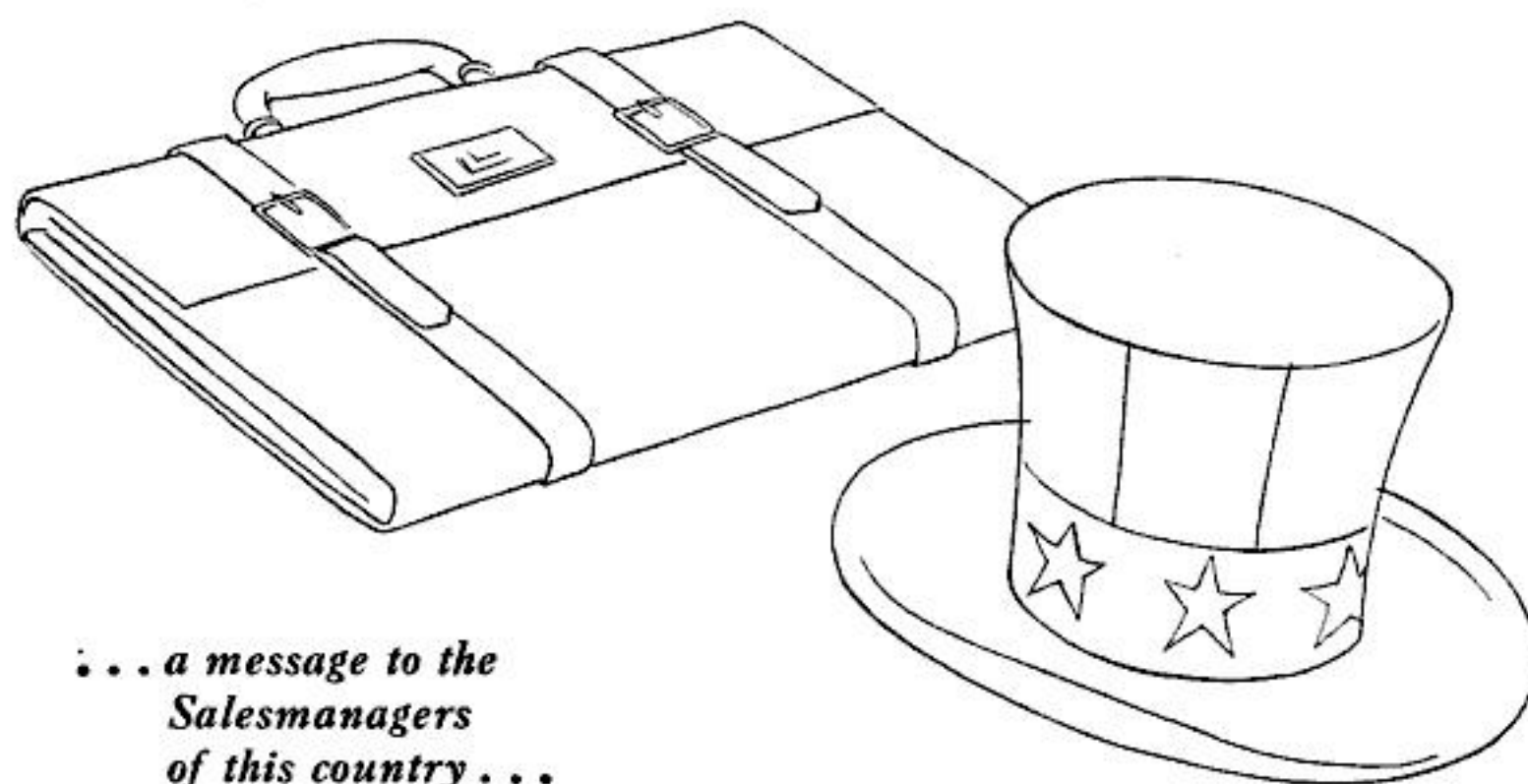
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THE EASIEST JOB IN THE WORLD:

SELLING QUALITY IN AMERICA



... a message to the
Salesmanagers
of this country ...

HERE in America most men really want to carry or own or wear the quality article, well-made and true.

One chair that lasts is worth a whole suite that peels and cracks and falls apart.

One machine that works is worth a dozen that shirk.

One product that looks the world in the eye is worth a bushel with that hang-dog air.

Even something that doesn't show helps you inside.

If you want it at all, you want it the best—whether it costs a dollar or a thousand.

Half the fun of buying is the pride of owning.

And half the fun of selling is selling those things.

To honest questions the Salesman of Quality has honest answers for honest products.

He is asked, "What will it do?"

He answers, "At least what it promises."

He is asked, "How is it made?"

He answers, "Honestly, carefully, sincerely."

He is asked, "How much does it cost?"

He answers, "A few more pennies for a lot more worth."

* * *

There are two kinds of salesmen in this country, because there are two kinds of products.

The one sells sturdier construction, better appearance, smoother finish, longer life—and what it will do.

The other doesn't.

One offers his wares to any man living,

with his chin out and confidence in his eye.

The other can't.

One sells the real economy of the superior.

The other the extravagance of the inferior.

One comes back and looks you in the eye.

The other doesn't.

We think High Quality Selling beats High Pressure Selling any working day in the whole working year.

* * *

Isn't this just about our National Sales Platform for 1940, or any year, for any good American sales manager—

Honest salesmen, selling honest quality in honest products, made in honest factories, marked at honest prices?



Perhaps there is now one or more Mimeograph duplicators in that business of yours.

It may be many years old—for no matter its model or year, it was built to stand hard work—and a lot of it.

If so, maybe it is time for a new Mimeograph duplicator, with its increased ability and efficiency of today. (There are now four basic new Mimeograph models.)

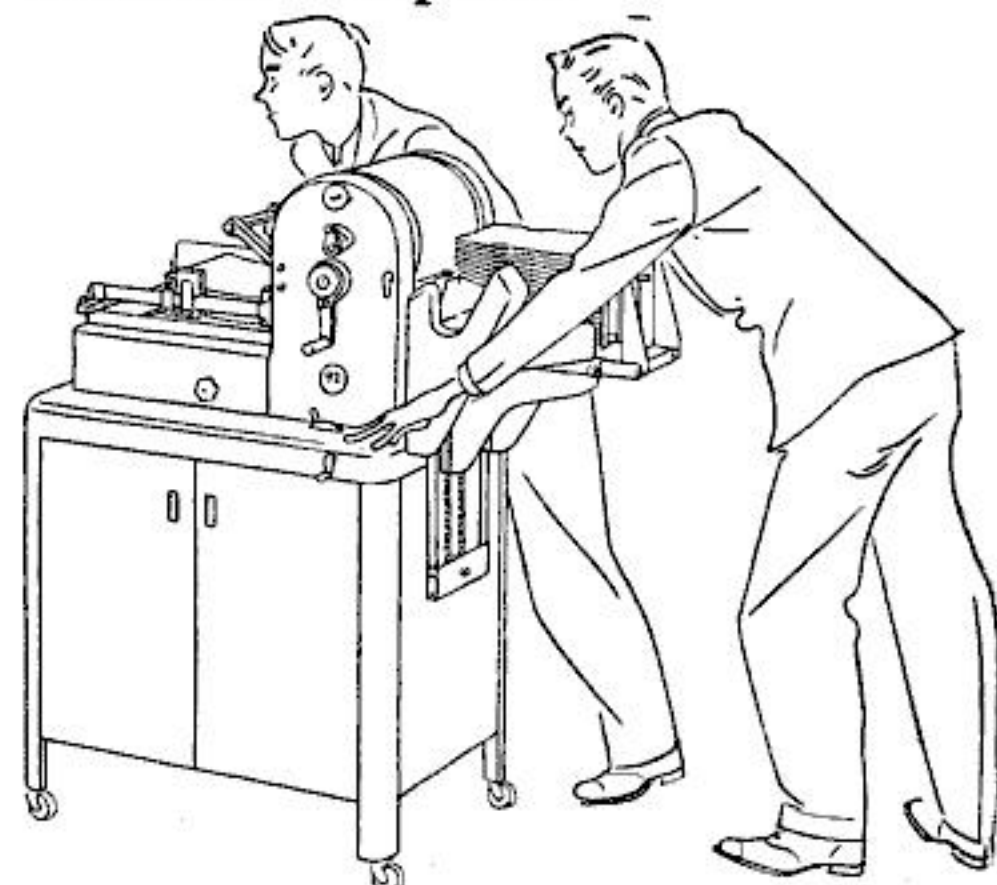
If you do not yet employ the Mimeograph duplicator,

we suggest you let a Mimeograph distributor analyze your duplicating needs. Distributors in leading cities. It is part of the Mimeograph idea of Quality and Service to diagnose the duplicating need *before* selling the duplicator.

After you buy a Mimeograph duplicator, it is also part of our service to teach and train those who work with it—in order that they may turn out work that has "pride in its looks", efficiently and economically.

Mimeograph duplicator

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SEVEN YOUNG BRITISH REFUGEES ARE LODGED TEMPORARILY IN A LONG ISLAND MANSION PENDING ASSIGNMENT TO FOSTER HOMES. THEY ARRIVED HERE JULY 8

U. S. OPENS ITS HOMES AND HEART TO REFUGEE CHILDREN OF ENGLAND



Prospective foster-parents (right of table) are interviewed at U. S. Committee for the Care of European Children.

Into New York harbor last fortnight steamed the first big contingent of refugee children from Great Britain. To them, unreservedly, Americans opened their hearts and homes. Here was one kind of aid to England that even the most thick-skinned isolationist could not denounce. By mail, by telegram, by phone, childless couples and heads of big families besieged the offices of the U. S. Committee for the Care of European Children at 215 Fourth Avenue, New York, demanding to know how they could acquire foster children from abroad. A Gallup Poll showed that 6,000,000 U. S. families stood ready to shelter one or more young refugees for the duration of the war. By last week 20,000 inquiries had been received at committee headquarters, continued to arrive at a rate of 500 a day.

To those seeking to sponsor young refugees, it has been made clear that a vast amount of responsibility, a vast amount of personal effort, are involved. Each applicant must guarantee financially that his ward will be properly cared for and educated, will never become a public charge. To this end he must swear out an affidavit stating his profession, religious affiliation, environment and family, and define his economic status through such substantiating docu-

ments as a letter from his employer citing salary and length of time employed, a notarized copy of latest income-tax returns, a statement of life insurance carried, bank statements, tax receipts or a credit rating from Dun & Bradstreet. Not to the New York committee but to U. S. consuls in England is final judgment on all applications reserved.

But for all the good will of Americans, it seemed evident last week that no really flood-tide migration of refugee children is at hand. The inflexible immigration laws of this country will admit no more than 6,572 Britons in any one month. Each child must be guaranteed by an individual sponsor. Poor children are virtually excluded by a ruling that denies admission to those whose passage is paid by any corporation, society or foreign government. But the greatest barrier of all is a shortage of ships. On July 12 Britain announced that exigencies of the convoy system had caused "postponement" of further evacuations. American ships cannot be employed unless Congress relaxes the Neutrality Law. Still imprisoned in the fortress of Britain are 8,000,000 children between the ages of 5 and 16. The question English-speaking people on both sides of the Atlantic were asking last week was: can they be saved in time?

(continued)



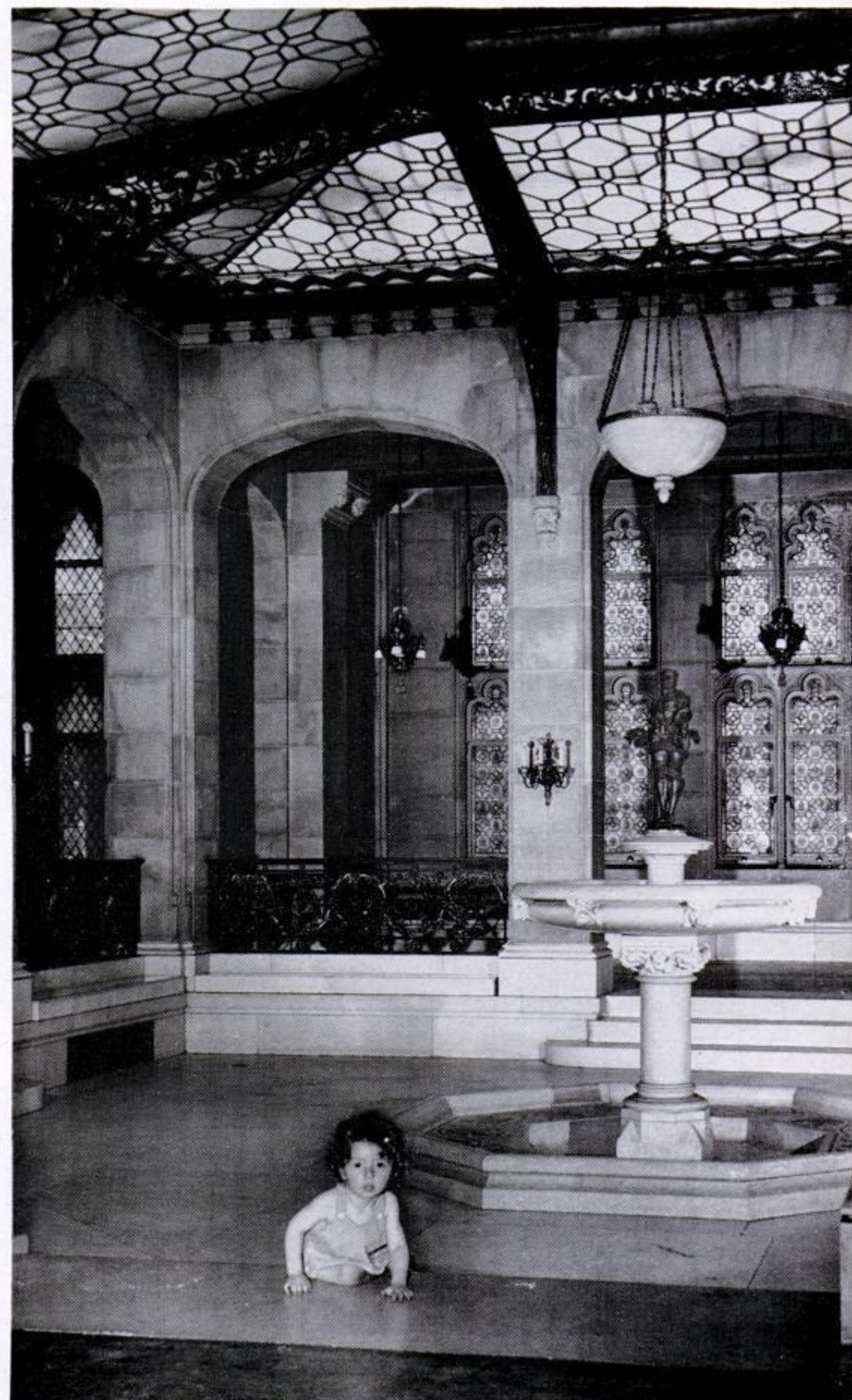
Adrian Keith Boshier, 13 months old, arrived with a touch of the sniffles and melancholia. His father, now in A. R. P., was butler to Sir Adrian and Lady Baillie of Leeds Castle, Maidstone.



Adrian gets a scrub amid marmoreal elegance of Hempstead House. In this tub, carved from pure marble, Mrs. Daniel Guggenheim used to soak. Mr. Guggenheim's bath was even fancier.



Huntsmen three play safari in the jungle that once composed the formal gardens. Pith helmets were produced when children, used to English climate, complained of America's awful heat.



One small refugee explores halls of Hempstead House. Here in the huge Palm Room orchids and other rare and exotic flowers from famed Guggenheim conservatories formerly bloomed.

POOR BRITISH CHILDREN ARE HOUSED IN AN AMERICAN CASTLE BY THE SEA

Of 500 refugee children who arrived in the U. S. this month, virtually all were "specific cases" who went at once to homes provided for them before they left British soil. But if evacuations continue, many may arrive with no definite haven in view. These "unknowns" will be placed in reception houses until permanent arrangements can be made. Here you see eight children of Britain's lower middle class, who last week were living temporarily at Hempstead House, home of Mrs. Daniel Guggenheim at Sands Point, Long Island.

Built three decades ago, Hempstead House is a conscientious reproduction of Killarney Castle, Ireland. In its cumbrous, crenelated mass are 70 rooms; around it are 260 acres reaching out into Long Island Sound. Studding the grounds are six small lodges, a golf course, tennis court, greenhouses, stables, swimming pool and a playhouse near the beach. Mrs. Guggenheim moved away from Hempstead House in 1930, following the death of her copper-tycoon husband. One month ago its furnishings were sold, its doors and windows sealed. Reopened now for the homeless children from overseas, it offers its young guests full measure of the high and misty romance which Anglo-Saxons have ever found in paneled walls, carved stairs and stone spired roofs dreaming against the sky.



Hempstead House welcomes its first guests from overseas. Here Mrs. Harry Guggenheim and Marshall Field, chairman of the U. S. Committee for the Care of European Children, show young Britons around.



Going to bed 3,000 miles from home, refugee children climb the carved stairs of Hempstead House. Most of those shown here are children of staff of Lady Baillie of Leeds Castle, Maid-

stone. Mary Bonney (*second from right*) and brother, John (*directly behind her*), are children of a London bobby. All were brought here by Mrs. Charles S. Payson, cousin of Lady Baillie.

(continued)

PEOPLE BEG CONGRESS TO SEND U. S. SHIPS TO SAVE CHILDREN

Look well at the faces of the children on this page. The only reason they are here is because there were ships to bring them across the sea. Now there are no ships. On July 12 Britain announced that "in view of the fate of the *Arandora Star* (torpedoed carrying prisoners to Canada) the Government are unable to take the responsibility of sending shiploads of children away from the country without convoy." The war at sea has left no fighting ships available for passenger convoys. So without U. S. aid thousands of children like these will be left under fire in the British Isles. Last week the U. S. people and the U. S. press united in demanding that Congress send ships.

The New York Times

SHIPS FOR THE CHILDREN

The American people have shown, in an overwhelming variety of ways, that they want large numbers of British children brought here for the duration of the war. They want to shelter them and care for them under peaceful American skies. Their wish will be thwarted unless Congress acts, and acts promptly.

The whole effort to bring children here, up to the limits of the immigration quotas, is now in danger of abandonment on the British side because of a lack of ships and convoys. There is no need to question the genuineness of this shortage. The British merchant marine has been under a heavy strain since the closing of the Mediterranean and the substitution of the long Good Hope route which requires three ships where two were used before. What is more to the point, every British ship must be convoyed; and the British Navy cannot find enough warships to convoy British passenger vessels, even on the most pressing errands of mercy.

Our own passenger ships, which need no convoys, are idle for the most part and could be used for this humanitarian endeavor if our Neutrality Act did not stand in the way. This law forbids American ships to enter combat zones. The only exception is contained in Section 4, which permits Red Cross ships to take Red Cross workers, doctors, medical supplies, food and clothing into the war zone, under assurances of safe-conduct, "for the relief of human suffering." This section now needs immediate amendment to permit also the bringing of children from places of danger into the United States. There is no difference between the relief of civilian suffering and the saving of children's lives.

The Neutrality Act was never intended to prevent such missions of mercy. Its framers did not foresee the cruel emergency which now condemns young children in the fortress island of Great Britain to face the terrors of a siege without hope of escape. The "carry" aspects of our cash-and-carry law were intended to avert our possible involvement in war through the sinking of an American ship alleged to be carrying contraband. Are children contraband? Are they to be killed or maimed, or warped in body and mind for the rest of their lives by an unintentional provision of our laws? If any Congressman or Senator believes that the rescue of children is an act of war or an involvement in war, let him stand up and say so.



Sally Marris arrived in this country July 7 aboard the Cunard liner *Scythia* with her sister and mother.



Johanna McDougal, 17 months old, came here from Surrey, England. Now she is with relatives near Boston.



Danielle Danielli is child of Prima Donna Elena Danielli of London's Covent Garden. She will live in N. Y.



Monika Riemer, four years old, found no one at the dock to meet her when the liner *Samaria* arrived. The Trav-

eler's Aid Society kept her in their guest house overnight, then sent her on to her destination in Minnesota.



John Seymour New, 10 months old, squints at the skyline of the New World from decks of liner *Scythia*.



Viscount Maidstone, son of 15th Earl of Winchelsea, will stay with grandmother, former Gladys Vanderbilt.



Elizabeth and Martin John Wilbraham, children of Captain and Mrs. Edward J. Wilbraham of London, are staying with their grandparents at Pine Creek Farms, Pa.

Their father, a graduate of Sandhurst, fought in France with the B. E. F. One day during the voyage Martin reported seeing a submarine but no one believed him.



Grandson of Somerset Maugham, Nicolas Vincent Somerset Paravicini, 2½ years old, plays in the garden of Mrs. Nelson Doubleday at Mill Neck, L. I. With him is his mother, Liza. Shortly after Nicky arrived in the U. S., his famed grandfather landed in England aft-

er a harrowing 20-day voyage in a coal boat with 500 other refugees from France. Trapped in Paris at the time of the occupation, Novelist Maugham made his way to Cannes where he procured passage. Heat and thirst drove four of his companions insane during the voyage.

LIFE ON THE NEWSFRONTS OF THE WORLD

France takes its orders from Laval as England gets set for invasion

The people of France had very little to say about what happened at Vichy last week but the chances are they approved. If they had not lost faith in democracy they had certainly lost faith in the kind of democratic system France had and the kind of politicians it raised to power. Before France could think of an ideal system it had to think of the dire needs of the moment: food and work and some strong power to restore order in the land.

At Vichy the old Parliament quietly voted itself into limbo and gave full powers to the government of Pierre Laval and his friends, formed under the

name of Marshal Pétain. In the Chamber of Deputies there were only three dissenting votes, in the Senate only one, that cast by the aged Marquis Pierre de Chambrun, honorary U. S. citizen by virtue of his descent from Lafayette. The new Parliament will be purely advisory, with a Senate appointed by the Government and a



CHAMBRUN

Chamber modeled on Italy's National Council of Corporations, representing trades, industries, agriculture and other groups. The old Parliament defied Laval & Co. on only one point, stipulating that the constitution be submitted to the people in a plebiscite.

Old Marshal Pétain did not appear before the Vichy Assembly but made a wandering radio speech, during which he coughed frequently into the microphone. His job almost done, he appointed Laval as his Vice Premier and eventual successor, with General Weygand and Adrien Marquet, ex-labor leader, next in power. If the Germans are agreeable, the new Government expects to rule all France, occupied and unoccupied, from the royal palace at Versailles.

One of the few uncensored dispatches to get out of France reported that the Germans were systematically stripping the country of livestock to feed Germany. This winter, if the British blockade continues, many people must surely starve on the continent of Europe, and just as surely they will not be the Germans. The Western Hemisphere, sitting on a huge agricultural surplus, is likely to find itself looking at a Europe where the Germans eat what food there is and leave the French, the Dutch, the Belgians and the Poles the crumbs.



GIGURTU

British and, through its new pro-Nazi, anti-Semitic Premier, Ion Gigurtu, declared its foreign policy is now tied to the Axis. Hungary, after hotfooting it to Munich to beg for a slice of Rumania, meekly accepted the stern German dictum, "Go back and wait." Spain was letting in floods of German military "tourists" probably to prepare a push against Gibraltar or Portugal.

Even the Vatican seemed to be swinging into line with the "new order in Europe." The views of the Church, which has never yet failed to make terms with any new power in the world, save only atheistic Communism, were stated by the *Osservatore Romano*. Speaking specifically of the Salazar regime in Portugal but broadly of all totalitarian governments, the Vatican City paper said: "It is necessary to clear the air after the storm, so that the fundamental ideals of the new order may glitter as a rainbow."



WOOLTON

lives. Discipline—that's what I am imposing on you." With that build-up Lord Woolton announced that henceforth each Englishman would be restricted to two ounces of tea a week, enough for only 25 cups.

For England the big news of the week was that the German invasion did not come. Without cease German bombers raided British coastal cities and shipping points, flying mostly by day and dropping their bombs with such accuracy as to raise the suspicion that in some way they may have obtained a duplicate

of the U. S. Army's prized bombsight. But these raids were still on a scale designed to "feel out" and perhaps "soften up" the enemy for a mass attack. The R. A. F.'s Coastal Command, under fierce Air Marshal Sir Frederick ("Ginger") Bowhill, strove to protect British shipping. A gallery on the Dover cliffs got a fine view of one spectacular air fight over the Channel, in which German bombers attacked a large convoy and were beaten off by swarms of British fighters.

The week's most serious action was the Mediterranean sea fight between British and Italian fleets. The main action occurred in the Ionian Sea and both sides claimed victory, saying that the enemy ran away. At week's end the Italians claimed to have split the British Mediterranean fleet and to be driving part of it eastward under steady bombing and shelling.



HITLER AT TOWER

Hard British Life. Lord Woolton, the dynamic chain-store magnate who is Britain's Food Minister, went on the air with a stern message for the British people: "I am asking you for a hard life. We are going to win this war and we are going to win it by hard fighting. To fight hard we must live hard. We must live disciplined



BOWHILL

Hitler story-of-the-week was told by a returning Clipper passenger: Hitler was posing in front of the Eiffel Tower for his official photographer, Heinrich Hoffmann. Said he: "Take this one, Hoffmann; then the next one in Buckingham Palace and the next in front of the skyscrapers."



MARSHALL

our men to take part in European wars."

The President assigned Steve Early to give his views on the Monroe Doctrine an isolationist twist. Mr. Early bungled the job. As stated by him, the President feels that the affairs of each continent should be settled by the nations on that continent. The U. S. has no interest in "the territorial problems of Europe and Asia" and in fact thinks that Europe and Asia ought to have Monroe Doctrines of their own.

Whether or not this statement represented the President's true thoughts, it was hailed with surprised satisfaction in Berlin and Tokyo. It was no more than a gratuitous endorsement of the regional doctrines as stated by both those capitals. If it meant anything it meant that the U. S. washed its hands of China, Indo-China and the Dutch East Indies and contradicted Secretary Hull's *status quo* pronouncement on the Indies. When this was pointed out, Mr. Early said lamely that he meant to emphasize more strongly the difference between the non-aggressive Monroe Doctrine and the regional doctrines of Germany and Japan.

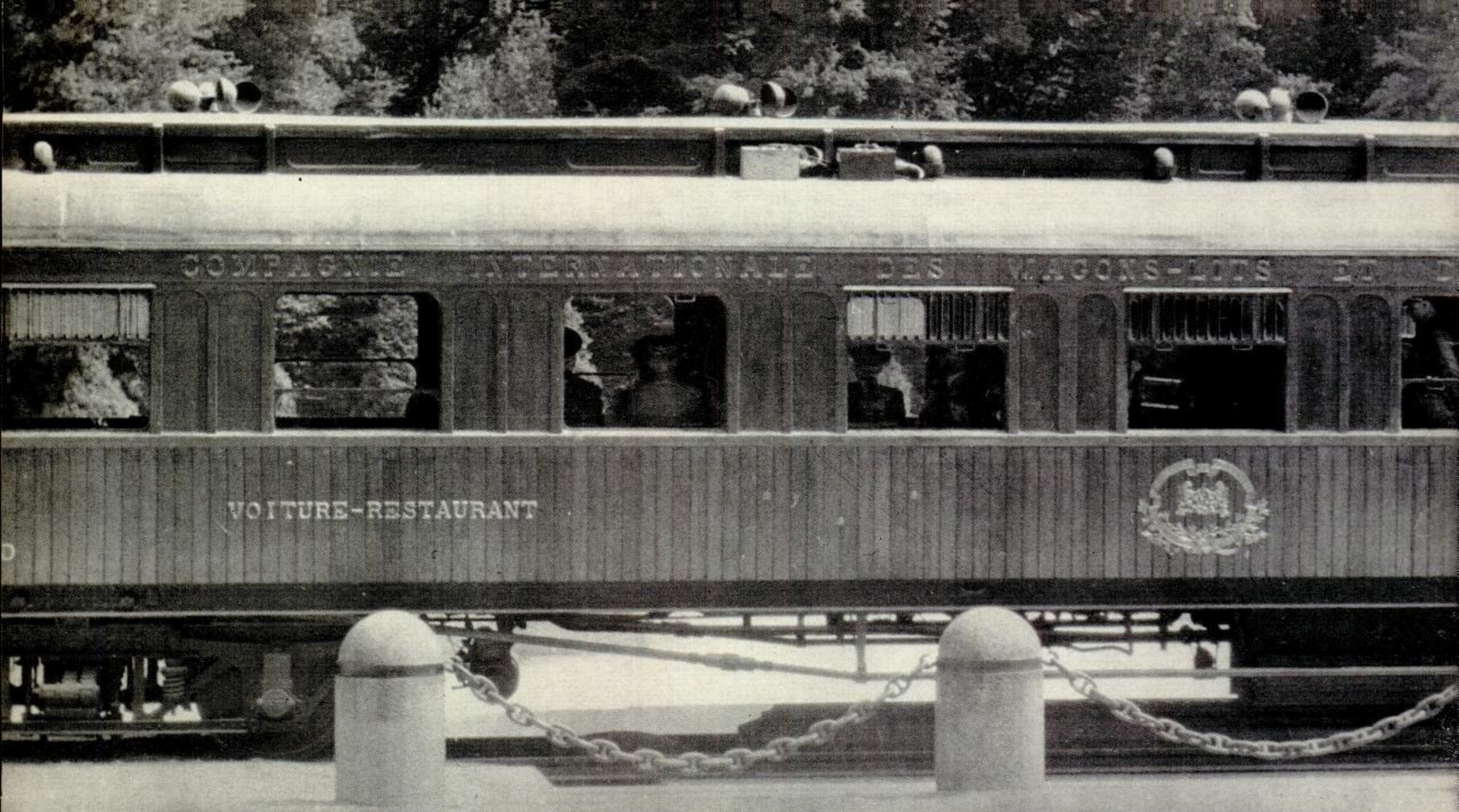
Meanwhile the President announced that he would call up four divisions of the National Guard (about 40,000 men) for active service, probably of 15 or 18 months. Chief of Staff General Marshall came out for compulsory military service and for putting at least 400,000 new conscripts under arms by Sept. 1. Said he: "The War Department considers some form of compulsory selective service and training as essential to our system of national defense and pressingly necessary in the present international situation. It is a scientific, a democratic and an economical method for maintaining a defensive force."

PICTURE OF THE WEEK

Sometime before dawn on July 10, Mrs. Louisa Nicosia sat down at the kitchen table of her tenement apartment in New York and started to write a letter. Her husband, an unemployed baker, was spending the night with his ailing mother. "I am tired of my life," Mrs. Nicosia wrote, "because I am sick and I am weak in blood. What am I doing in this world?" She wanted to die and because she loved her children too dearly to leave them behind her she had decided to take them too. When she finished writing she stuffed a pillow in a broken door-window, took a last look at her six children who lay asleep, turned on five jets of gas and sat down to wait. At 8 a. m. her brother-in-law arrived and called the police. They worked for more than an hour with oxygen tanks and inhalators. But all six children were dead. Only Mrs. Nicosia, who wanted to die, was revived.



Police inhalators fail to revive six small children whose mother killed them because she "loved them too much"



FRENCHMEN'S LAST VIEW OF THE RESTAURANT CAR IN THE FOREST OF COMPIÈGNE IN WHICH WORLD WAR ARMISTICES WERE SIGNED IN NOVEMBER 1918 AND JUNE 1940

GERMANY SUPERVISES THE LAST GRIM DAYS OF THE THIRD FRENCH REPUBLIC

History paused and groaned heavily at the tragic moment commemorated by the pictures on these pages. For here lies France, the France of the Third Republic, of Zola and Anatole France and Clemenceau and Marcel Proust and Dreyfus and Cézanne and Foch and Briand and Boni de Castellane and Cocteau and Josephine Baker and Pasteur and Paul Morand and André Maginot. Their France was conquered, not by traitors or Fifth Columnists but by

soldiers in the gray-green uniforms of the German Army. Had the French Army had the anti-tank guns and the planes, France with all its faults would have survived for a long time.

Hitler wrung the last drop of irony out of the fall of France. Above is the dining car at Compiègne in which Foch received the German surrender on Nov. 11, 1918. Conquering Nazis brought it from Paris for the French delegates to hear Hitler's armistice terms

GERMAN OFFICERS WHO ACCEPTED FINAL SURRENDER OF FRANCE IN COMPIÈGNE RAILWAY CAR ARE AT LEFT OF TABLE, FRENCHMEN AT RIGHT, AIDES IN FOREGROUND





GERMAN SOLDIERS MARCH DOWN RAIN-SWEPT CONCRETE APRONS OF PARIS' GREAT LE BOURGET AIRDROME. AT RIGHT IS MACHINE TO LIFT ENGINES OUT OF PLANES

on June 21, 1940. On opposite page (*below*) is the scene inside the car. Reading counterclockwise from the dark-coated back in foreground, the men are Admiral Le Luc, Air General Bergeret, General Huntziger, Léon Noël, German Interpreter Paul Schmit and three German officers of whom the nearest is General Josef Tippelskirch.

A few days later the famous railway car was taken to Berlin, along with nearby statue showing French

sword plunged into the breast of 1918 German eagle.

On June 25 the politicians of France headed by Marshal Henri Pétain mourned for it at Bordeaux (*right*) at "cease fire" order. On June 30 the long bicker of armistice details began at Wiesbaden, Germany, scene of the 1918-1921 Allied Armistice Commission sessions. The Germans now chose the hotel, the Nassau House, where the French then stayed. There were 26 German delegates, 22 Frenchmen (*see below*).



FRENCH POLITICIANS MOURN FRANCE AT BORDEAUX

MAMMOTH DELEGATIONS OF FRENCH AND GERMANS MEET AT WIESBADEN JUNE 30 TO WORK OUT ARMISTICE.



MEXICANS HOLD A "FREE" ELECTION FOR PRESIDENT AT A COST OF 100 KILLED

A field day for hoodlums was Mexico's bloody election day, July 7. It was intended to be the first chance the Mexican people had ever had to declare their democratic preference in Presidents. President Cárdenas had put it up to the people to make their choice between Candidates Avila Camacho, his favorite, and Almazán. "If you want Almazán," he told crowds shouting for Almazán, "go vote for him, and he will be your next President." But other Mexicans were not so fairminded. About a hundred political killings were reported before the day was over. But at least Mexico had had a "free" election and that was the important thing.

Chief incentive to violence was the Mexican law that the first men to arrive at a polling place at dawn run the booths all day and take charge of the ballots afterward. Naturally both sides tried to shoot their way in at dawn, tried to shoot the others out all day. Almazán's men claimed to have captured five-sixths of Mexico City's polls despite the fact that the capital's police roughed up all Almazán gatherings (*see opposite page*).

Who won? The official count of the Congress will not take place until Sept. 1. Before that, though, the political make-up of the Congress will be disclosed and thus foreshadow its choice for President.



Voters in Mexico City wear mostly Almazán's color, green, not Avila Camacho's red, white, green.



Tear-gas scatters rioters. Rain damped the disturbances somewhat, prevented the bloody post-election parade of armed labor militia.



Minority voter is hustled out, captured by other side. Cárdenas himself was locked out of poll by his own side, went off disgusted.



Wounded and stripped, a voter is led by friends from polling booth in Mexico City. He was bombed.



Girls incite men to heroic deeds on election day. Almazán's side used policy of unarmed resistance, with plenty of girls and boys.



First dead for the day. Said Candidate Avila Camacho: "Dead were few compared to U. S. where thousands are killed in train wrecks."



Wounded are taken off by police who wounded them. Army officers took shots at Almazán parades.



Dying newsboy, Felix Rodriguez, tries to rise. An Almazánist, he was about to throw a rock when bullets dropped him in his tracks.



Funerals are an inevitable aftermath of Mexican elections. Actual vote in this Presidential election will probably never be known.





[MEETING FOR THE FIRST TIME IN WASHINGTON JULY 8, REPUBLICAN NOMINEES WILLKIE AND McNARY FOUND EACH OTHER RESPECTIVELY "CHARMING" AND "DELIGHTFUL"]

MR. AND MRS. WILLKIE LOOK OVER WASHINGTON

"I wager that if Willkie is defeated," wrote Damon Runyon on July 12, "it will be a greater surprise to him than to anyone else in the U. S. This is not to suggest that he is swell-headed about the matter. He just has that curious confidence that is born in champions—that helps make them champions."

Publicly, as he began his campaign, the new Republican champ was as cocky as ever. Breezing in-

to Washington early in the week, the big fellow cried: "I'm glad to be here today, and I expect to come back here for the next eight years." Asked what States he expected to carry, he replied: "Every State in the Union." But privately, for all his deep-rooted confidence, there was no cockiness left in Wendell Willkie. Said an intimate: "There's been a great change in him since he got the nomination. He's humbled."

AT BRENTANO'S MR. WILLKIE PICKED UP SOME VACATION READING INCLUDING "CAPITALISM THE CREATOR" AND "THE DISSENTING OPINIONS OF MR. JUSTICE HOLMES"





"The next First Lady" is what Edith Wilk Willkie is getting used to hearing herself introduced as in Republican circles.

Here she emerges from a United Air Liner blazoned "Willkie for President" to make her first visit to Washington in that

capacity. The next day she flew with her husband to Colorado and began undertaking her share of the handshaking.

ITALY'S LATE ITALO BALBO IS MOURNED BY LOYAL IN LIBYA AND SAN FRANCISCO

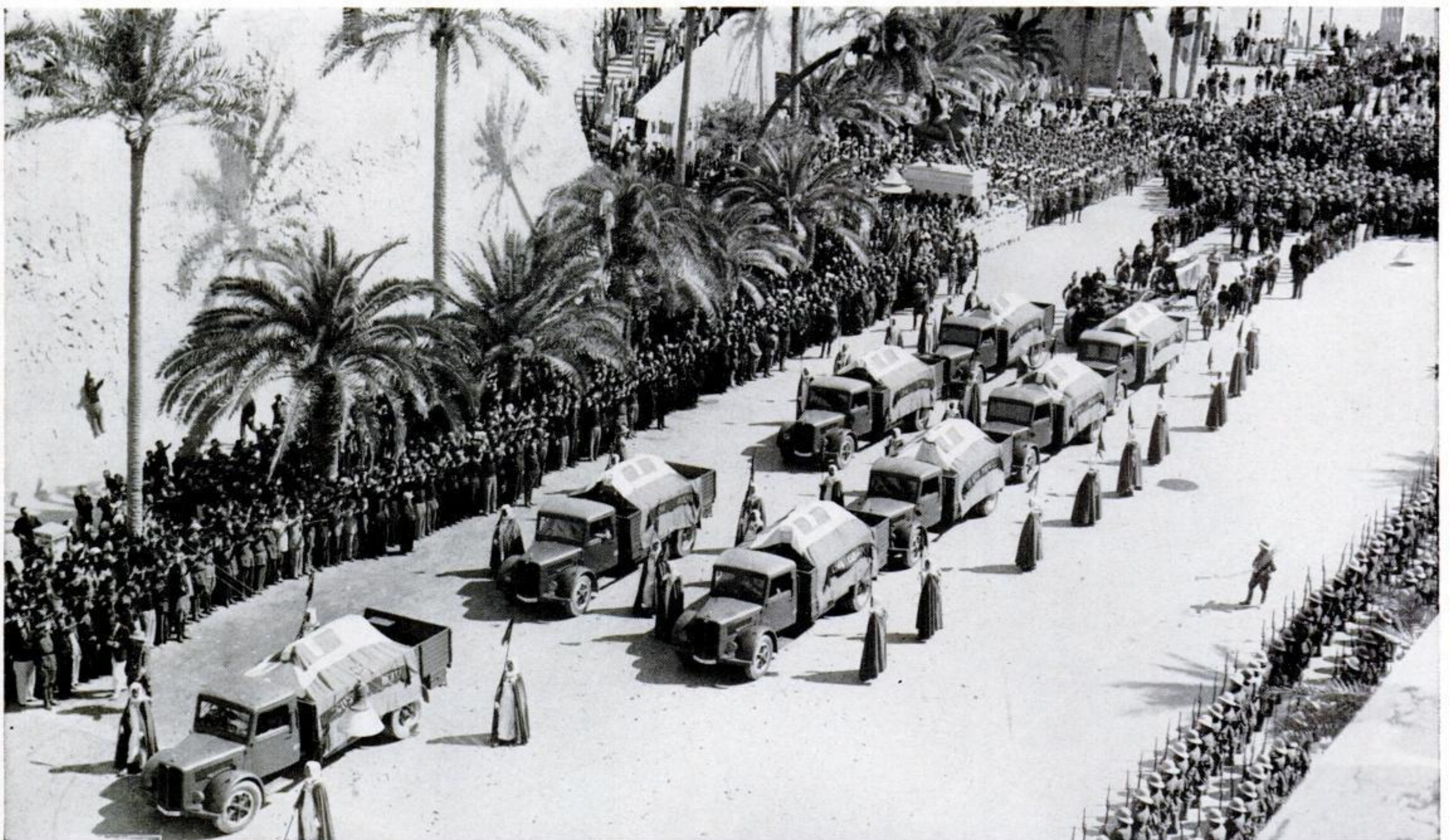
A veil of mystery was closing thick around the death June 28 of Italy's famed Air Marshal Italo Balbo, Governor General of Libya and one of the Quadrumvirs of Fascism. Italians said he was flying with eight comrades over Tobruk in Libya during a British air raid. Englishmen said they had not raided Tobruk that day. Rumor in Rome had it that Italian ground crews had mistaken his arriving plane for a British reconnaissance plane, had held their fire until it got down to 6,000 ft., then let go with all they had. His death and funeral called out a genuine show of love by most of the Italian people, for he was the best type of Italian adventurer. He was succeeded as Governor of Libya and commander of the war in North Africa by Marshal Rodolfo Graziani (LIFE, June 24).



U. S. service for Balbo is held in San Francisco by Consul General Antonio Toscani-Millo, shown giving Fascist salute between American flag and Balbo portrait. There were some hisses.



Balbo's coffin, marked by his portrait, lies among coffins of his flying comrades in Tripoli, Libya, each covered with an Italian flag. There were nine men in the destroyed plane.



The funeral of Balbo and his comrades on July 3 rolls down the chief streets of Tripoli, his capital in Libya. Visible are eight trucks and a gun carriage, each carrying a coffin. Dead

included the Tripoli consul general, two photographers, two journalists, two Balbo relatives. British sent condolences from Egypt, asserting no British plane shot Balbo down.

“...and a Coca-Cola”

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.



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Drink

Coca-Cola

TRADE MARK REG. U. S. PAT. OFF.

Delicious and
Refreshing

5¢

Want to make the most of a quick bite to eat? Just add ice-cold Coca-Cola...at the soda fountain. For Coca-Cola is all refreshment from the top to the bottom of the glass. It gives you that bright feeling of being happily refreshed...and wanting nothing more.

THE

PAUSE THAT REFRESHES

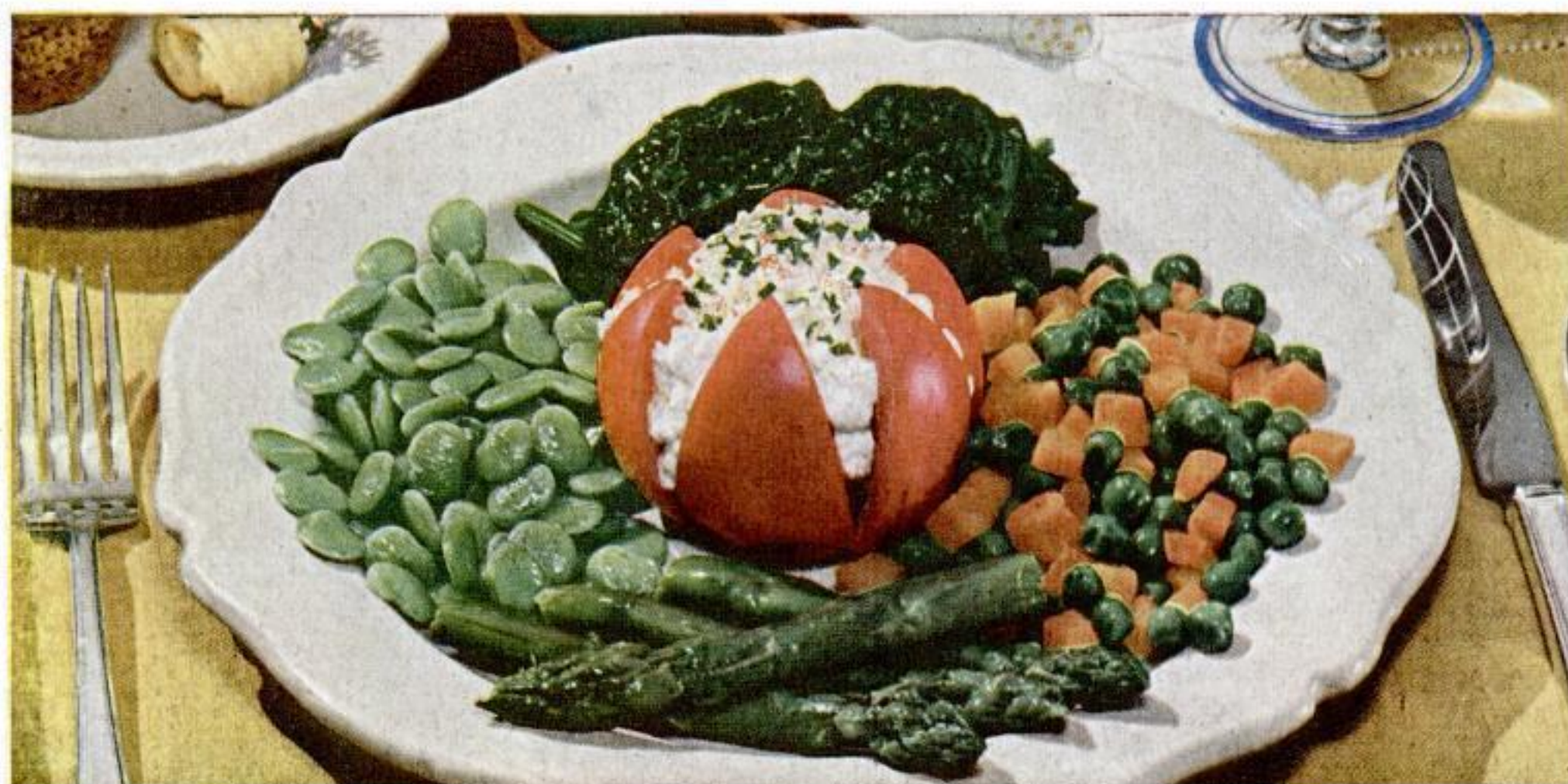
"Whee! A garden-fresh vegetable dinner in 18 minutes flat!"



1. Was I petrified when Lucy and I got out of the movies (and saw the clock!) "Horrors!" I groaned. "Twenty-five minutes till George gets home . . . and not a bite in the house! What'll I do?" Lucy grinned pityingly. "Relax," she said, "and leave everything to me!"



2. Well, Lucy took over. She marketed. She drove me home. Even in my own kitchen she put me in my place. "Ever have a Birds Eye Vegetable Dinner?" she asked. "N-n-o," I stammered. "Then it's time you did," she said—and began opening boxes of Birds Eye Vegetables.



3. "See?" she said. "Already cleaned, shelled, ready to cook!" Peas and carrots . . . lima beans . . . asparagus tips . . . even spinach. "Lovely!" I admitted. "But not really fresh?" Lucy glared. "Birds Eye vegetables are super-fresh!" she said. "Quick-Freezing seals freshness in . . . 4 hours after picking!"

4. As if that weren't miracle enough . . . listen! In exactly 18 minutes, Lucy not only had every last vegetable cooked. She had them dished up, on the table . . . garnished pretty-as-you-please. She'd made no mess in the kitchen. Everything she'd bought was on our plates! I was simply speechless!



5. Five-minutes-of-six, George came hungry as a bear . . . and we sat down to eat! I'll have to admit everything tasted even more gloriously-fresh than it looked! George couldn't stop raving how wonderful it was to have a glamour-girl wife who knew garden-fresh vegetables when she saw them! I winked at Lucy.



6. "Vegetables this good must cost fancy prices," George grunted. Lucy spoke up fast. "Nonsense!" she said. She explained how Birds Eye Foods cost no more to serve, because there's no waste. "Baby," George announced, "we'll buy Birds Eye from now on . . . and that's an order." (W-h-e-e-e!)



7. Where can you buy these delicious foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in quick-frozen foods. Therefore, be sure you look for the Birds Eye in the window, and the Birds Eye on the package.

Here are a few of these wonderful foods:

- Sun-Ripened—Strawberries
- Peas—shelled, ready to cook
- Garden-fresh, waste-free Broccoli
- Brussels Sprouts—4 big servings
- Lobstermeat—ready for salads
- Red Perch Fillets—ocean-fresh
- Tender, tasty, small Scallops
- Chopped Steak—uniform quality
- Country Style Fryers—ready to cook
- Squash—for pies or vegetable

And there are more than 50 others—all cleaned, trimmed, ready to cook, or serve. Get a box today!

FARM-FRESH FOODS—IN PACKAGES

For more information about them, write Frosted Foods Sales Corp., 250 Park Ave., New York, N. Y.

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A FOURTH OF JULY AUDIENCE JOINS THE CAST OF "DU BARRY WAS A LADY" IN SINGING THE "STAR-SPANGLED BANNER." CENTER FOREGROUND: ETHEL MERMAN, BERT LAHR

NATION DISCOVERS IT'S SMART TO BE PATRIOTIC

By last week Americans had dragged their patriotism out of the closet in which they habitually hide solemn emotional things and were wearing it in the streets as they had not done since 1918. Red, white and blue gallantly gleamed on lapels, umbrellas, hats, and suspenders. Every musical show in Manhattan featured the national anthem as a curtain raiser or finale. Flag manufacturers gleefully reported that

since June, sales of the stars and stripes had soared more than 200%, marking the biggest bunting boom since the end of World War I. Patriotic pins, pendants, clips and bracelets "walked off the counters" of department and five-and-ten-cent stores as fast as they could be stocked. Tiffany featured a flag pin in rubies, diamonds and sapphires for \$900. For pictures of other tricolor phenomena, turn the page.



ENAMELED LETTERS SPELL "AMERICA." PRICE: \$1



LINK CHAIN WITH AMERICAN FLAG PENDANTS: \$1



"GOD BLESS AMERICA" IN PLASTIC LETTERS: 25c



These good black teas are especially suited to the American taste. For economy and full enjoyment, buy quality tea.



The star-spangled bandanna combines bright colors for beach wear with a noble utterance. Bandanna can be worn as a scarf

or, as shown here, triangulated and wrapped o'er the ramparts in halter style. To accompany Mr. Key's lyrics: white-linen shorts.

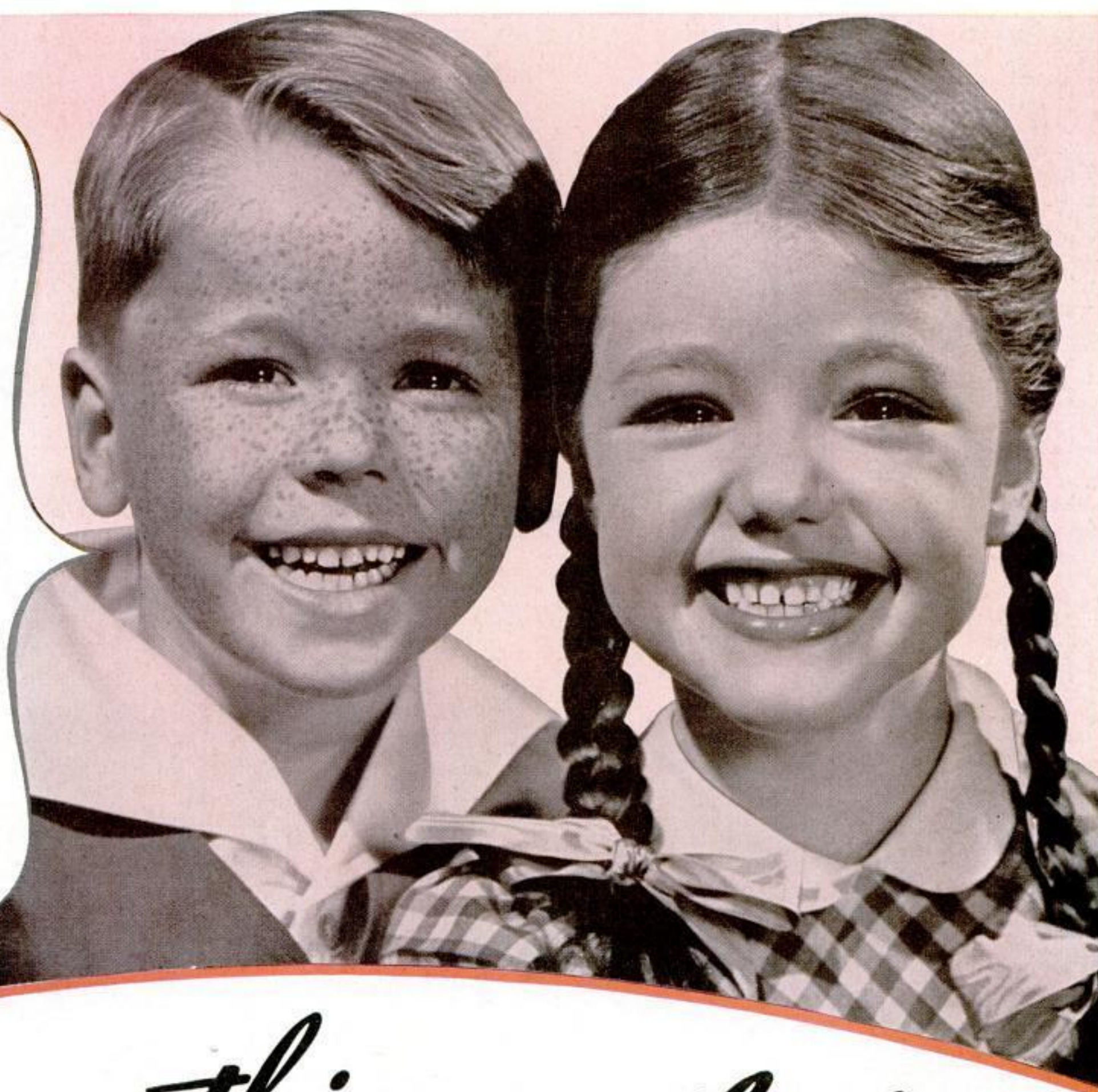


Betsy Ross bumbershoot has a nucleus of red-and-white concentric stripes, an outer field of stars, a handle of red. Price: \$2.98.



Flag bag has stars and stripes applied in felt. With it this girl wears gold-plated spread-eagle pin with inset enamel, rhinestones.

**WE DON'T HAVE
TO BE COAXED
TO EAT OUR
BREAKFAST
ANY MORE**



Switch to something you'll like!

*Extra fresh . . . extra good . . . the
famous, can't-be-copied FLAVOR of Kellogg's
toasted Corn Flakes has made them America's
best-liked ready-to-eat cereal!*

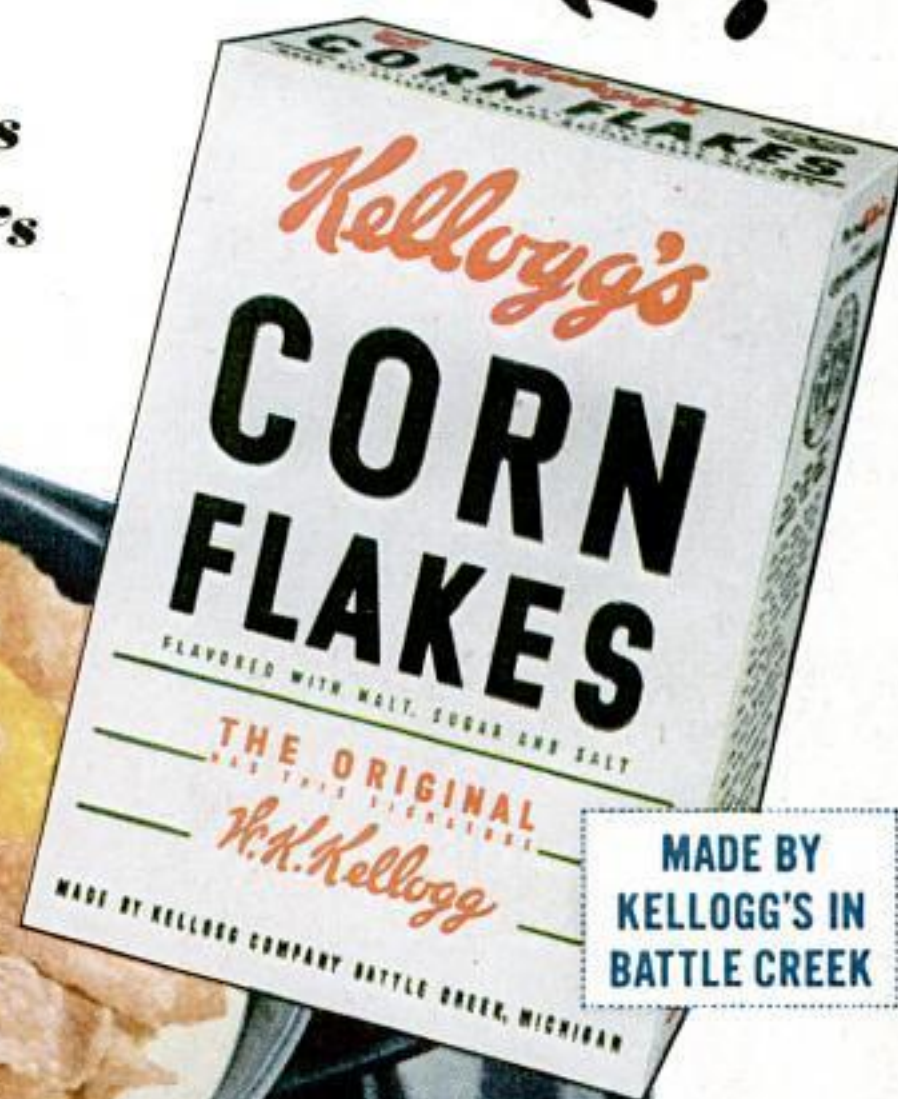
● In hot summer weather there's nothing more inviting, more appetizing, than a heaping bowl of Kellogg's crisp, toasted Corn Flakes . . . drenched in cool, creamy milk and topped, if you like, with fresh, juicy fruit.

If you want to serve a real "hit" breakfast tomorrow, try it and see! Watch the children dig in without any coaxing! And notice how willingly they consume that extra milk you want them to drink.

For more than 34 years, Kellogg's—the original—Corn Flakes have been America's favorite ready-to-eat cereal—for breakfast, lunch or bedtime snack. And there's just one big reason for their tremendous popularity . . . a marvelous flavor . . . a flavor that's the result of a secret known only to Kellogg!

Get a package or two of Kellogg's Corn Flakes at your grocer's tomorrow. And—for extra freshness, extra goodness, extra enjoyment—be sure to say Kellogg's before you say Corn Flakes!

Also ask for Kellogg's Corn Flakes in restaurants, hotels, dining cars.



DELICIOUS WITH FRESH,
FROZEN, COOKED OR
CANNED FRUIT

FLAVOR
does it!

Copyright, 1940 by Kellogg Company

**“That Horse
gets away Fast”**



Mobilgas

SOCONY-VACUUM



**Instant response, smooth
pick-up, full power!
Mobilgas answers these
demands—and more!
You get complete “Balanced
Performance”! Drive in
for Mobilgas and Mobiloil.**

WHEN TRAFFIC LIGHTS GO GREEN... you don't want to be left at the post. Pick the gasoline that *gets away fast*—Mobilgas. It's sold at the Red Horse Sign, the Sign of Friendly Service.

We know you'll like Mobilgas...when you try its flashing action—its smooth power...in *your* car. Here's why—

Mobilgas is *made* for quick-firing modern motors. It atomizes instantly; burns cleanly; delivers full, even power to every cylinder every time.

Whether you're starting, picking-up,

climbing, cruising—you get the “Balanced Performance” that has made Mobilgas America's favorite gasoline!

1. Quick starts despite cool engine.
2. Fast warm-up—rapid acceleration.
3. Freedom from vapor-lock—no stalls.
4. Minimum crankcase oil dilution.
5. High anti-knock value.
6. Cleanliness—freedom from gum.
7. Full, smooth power under all conditions.
8. Long mileage—economical operation.

SOCONY-VACUUM OIL COMPANY, INC.
AND AFFILIATES

Magnolia Petroleum Co.—General Petroleum Corp. of Calif.



Brandishing a kitchen chair and a pistol, Pat English gets ready to go into the ring. Chair is better than an oldtime spear because it gives the lion four legs to chew on.

PRETTY PAT ENGLISH TRAINS LIONS

Like almost everybody else, Pat English dreamed of being famous. But two years ago she was merely a pretty 15-year-old kid at Bayside (N. Y.) High School, and the chances for fame seemed small indeed. Then one day she read an exciting account of how the great Clyde Beatty was opening a school at Fort Lauderdale, Fla. for girl lion trainers. She immediately registered.

Pat was one of ten girls who started the course. Eight of them quit the first time they ever saw a lion. Another quit when she saw the lions chew up a mule. Only Pat was left to learn how to use the whip, gun and kitchen chair with which lion tamers overawe their animals. On her second day alone in the cage she was almost clawed to death. Stepping backward, she fell over a block of wood. Only the prompt appearance of Beatty saved her.

Today Pat is 17 and a first-rate lion trainer. What's even more important is that she is also a pretty good movie actress. With Beatty, she has just finished a Pete Smith short called *Cat College*. Now she is confident she will be really famous some day.



In the cage Pat watches closely as Instructor Beatty snaps the whip and makes the lion sit at attention. Although lion looks friendly, he can never really be tamed.

CONTINUED ON NEXT PAGE

OLD GRAND-DAD

Head of the Bourbon Family

FIRST in quality

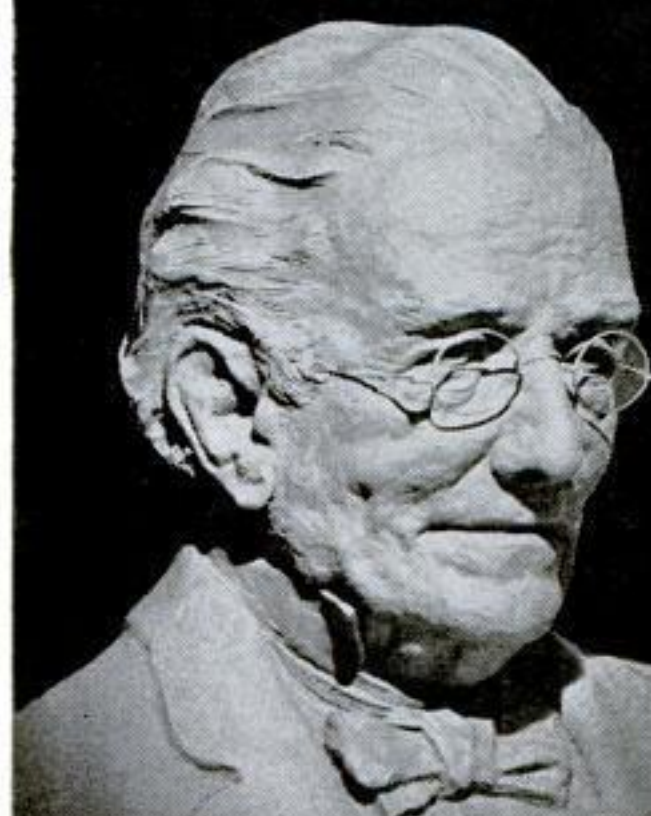
FIRST in reputation

FIRST in popularity

among

U. S. BOTTLED IN BOND
KENTUCKY STRAIGHT
BOURBON WHISKIES

100
PROOF



COPYRIGHT 1940, NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

LAND SAKES, ANN! Frankfurters with NO SKINS. What will they think of next?



"Right, Mother. These are Skinless. The same tasty franks we've always had. Only there are NO SKINS, no covering of any kind on them."

ANN: "You see, these franks are smoked in clear, sparkling 'VISING' casings which are removed immediately after the franks are processed, leaving just the tender meat itself."

MOTHER: "And you said the children can enjoy them to their heart's content because Skinless franks are so digestible. That's grand."



HUSBAND: "Say! Skinless franks! My favorite dish! See, Mother! Didn't I tell you I'd married the best cook as well as the most beautiful girl in the world?"

MOTHER: "You certainly did, Son. And when I get home, we're going to have our favorite brand of Skinless franks every week, too. They're delicious."



COMPLETE SMOKE PENETRATION

is another advantage you secure in frankfurters and wieners made the SKINLESS way. That's why they have such a delicious, smoky tang plus all the other benefits of the smoking process... The Visking Corporation, 6733 West 65th Street, Chicago, Illinois.

Ask for Your Favorite Brand of Frankfurters or Wieners...

MADE THE



● A HOT WEATHER TREAT—SKINLESS FRANKFURTERS WITH POTATO SALAD... For best results in cooking frankfurters, bring water to boil. Drop frankfurters into boiling water. Turn off heat. Allow frankfurters to stand covered five to seven minutes.

Skinless WAY
(TRADE MARK)

"Visking" is a registered trade mark

© 1940 — The Visking Corporation

Lion trainer (continued)



ALONE AT LAST WITH A LION, PAT ENGLISH SMILES CONFIDENTLY AS SHE



The whip is one of the first weapons to learn to handle. It is not used for defense but as a cue to help the lion through his tricks. In center: Beatty explains to



PUSHES CHAIR AND WHIP AT THE HUGE ANIMAL TO MAKE HIM BEHAVE



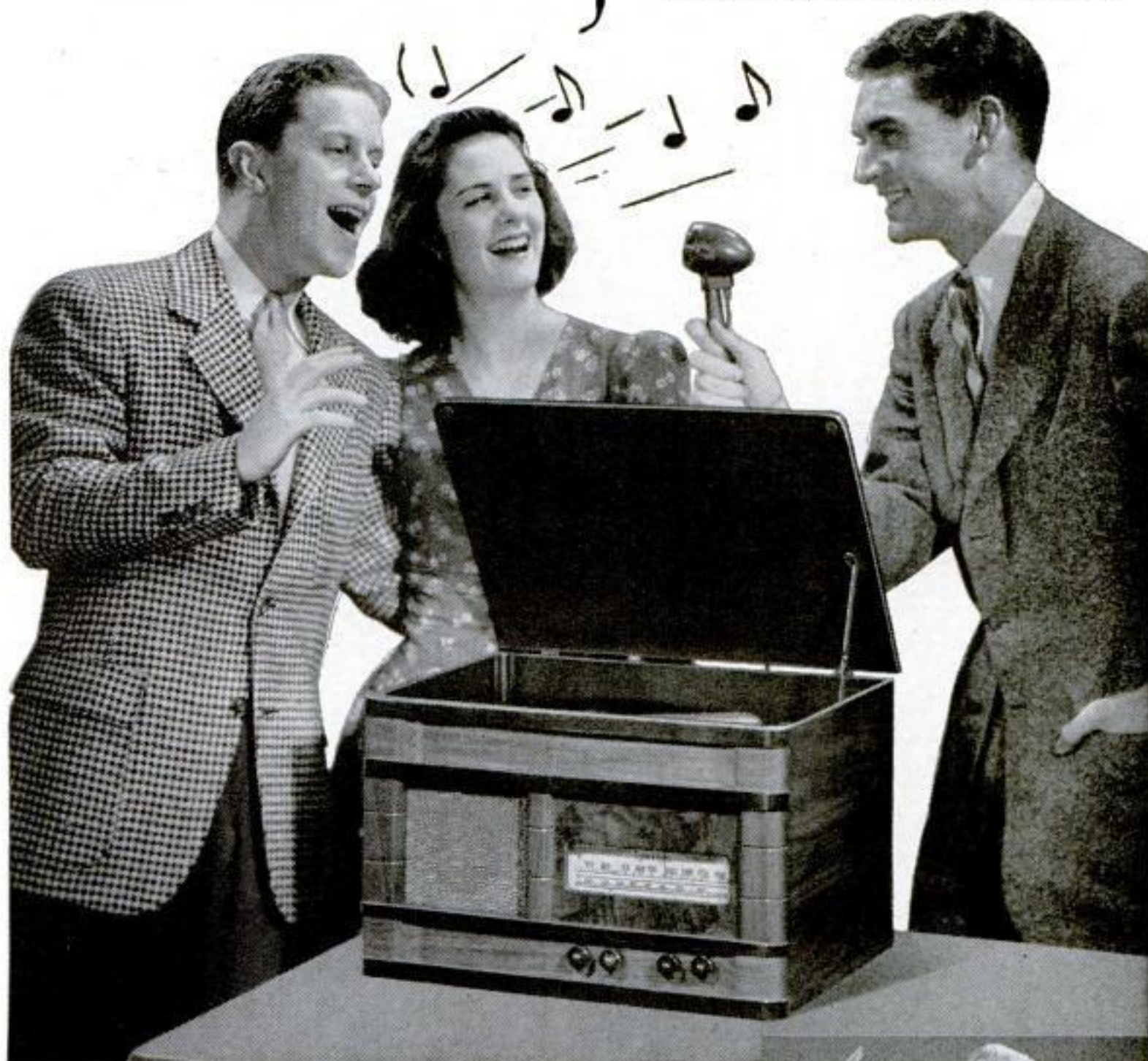
Pat that the gun, loaded with blanks, is used only in a crisis and then is usually fired over animal's head. At right: Pat maneuvers the chair, most useful of all weapons.

SENSATIONAL NEW SPARTON

COMBINATION

- RECORD-MAKER
- RECORD PLAYER
- AND RADIO . . .

\$ **59.95** *
Complete with
Demountable Table-Stand Microphone



HOME record-making . . . latest worthwhile hobby that's sweeping America. And now Sparton offers it to you at an unbelievably low price . . . with the sensational Sparton record-maker, player and radio.

Imagine being able to have your own records of the gang's "community singing" at the party next week . . . your family's and friends' voices . . . favorite radio programs . . . important, world-changing speeches. They're all yours, to enjoy again and again—with this amazing, new combination set.

This brand-new addition to the famous Sparton line is actually *three* sets in one. It's a quality table model Sparton Radio, it makes and plays home recordings and also plays professional recordings through its large, dynamic speaker, giving *true-to-life* reproduction. Also makes ideal public address system.

Look for your *exclusive* Sparton dealer—there's one in each community—and ask him to show you this Sparton Record-Maker Radio today.

* Sparton values exclude trade-in.



New, 1941 Sparton Console models are also available now. At left is pictured the new Sparton 1071 PA, Radio-Phonograph Combination. Ten-tube, American and foreign short wave. Automatic record changer plays and changes 14 records. These Sparton Radios are the sensation of the radio world . . . both in their extremely low price and traditional Sparton quality of tone and performance.



Presidential election year! Over the air come word pictures and spoken documents of a changing world! What an opportunity to record history in the making. You can do it easily with the Sparton Record-Maker Radio.

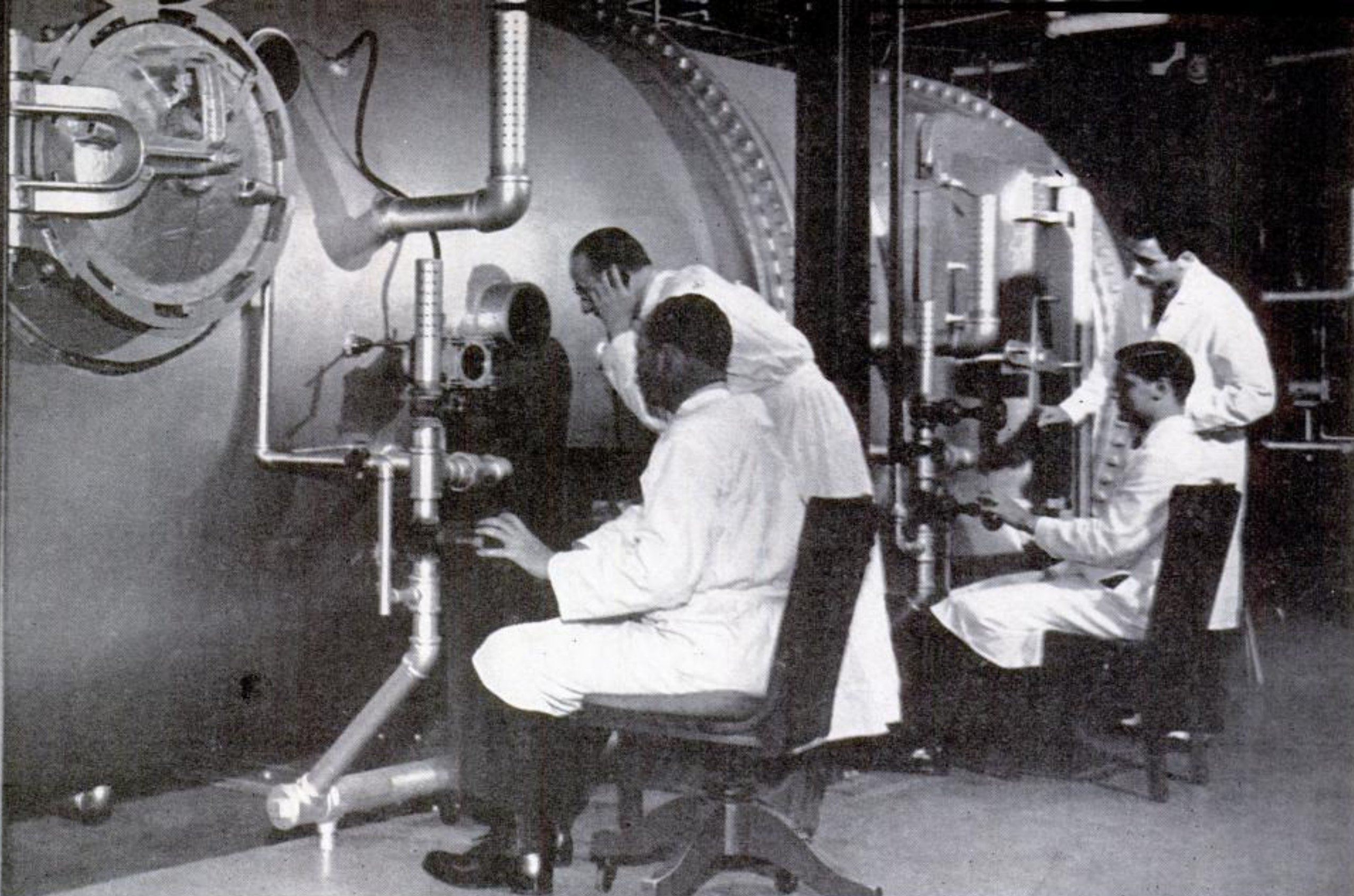


Voice records of that youngster of yours—right from her first words. The spoken greetings of dear ones, seldom seen. You can keep them forever—to hear whenever you wish, with your Sparton Record-Maker Radio, Model 661 RP.

SPARTON

"RADIO'S RICHEST VOICE"

THE SPARKS-WITHINGTON COMPANY, Jackson, Michigan
MANUFACTURERS OF RADIOS AND AUTOMOBILE HORNS



AT WRIGHT FIELD PRESSURE TANK, CAPT. ARMSTRONG (LEFT) AND COLLEAGUES PERFORM ALTITUDE EXPERIMENT. COMMUNICATION WITH SUBJECTS INSIDE IS BY PHONE

U. S. ARMY DOCTORS INVESTIGATE THE PUNISHMENT A PILOT TAKES IN FLIGHT

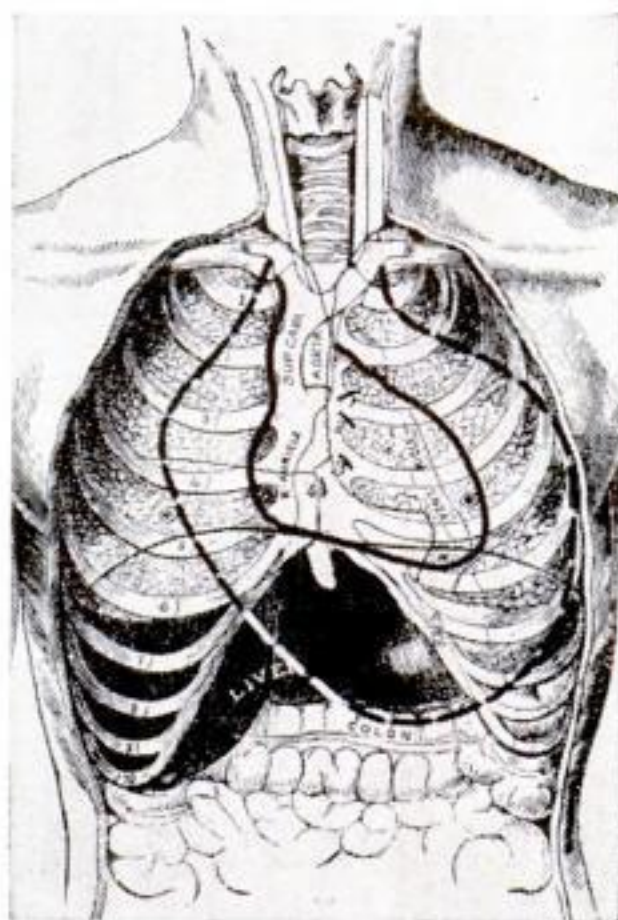


CAPT. HARRY ARMSTRONG

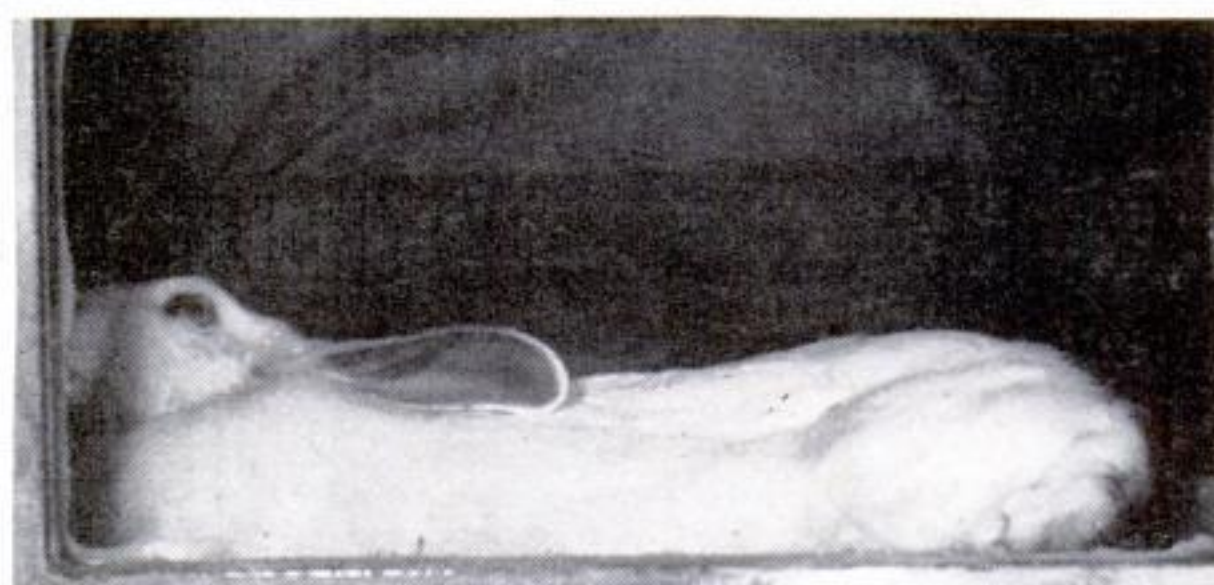
At the U. S. Army's Wright Field, in Dayton, Ohio, is the Aero Physiological Research Laboratory, the first of its kind in this country. There for the last four years, in the Army's combat planes and in a huge high-altitude pressure tank, Capt. Harry Armstrong of the Army Medical Corps has been experimenting on laboratory animals and on a heroic group of enlisted men. His problem is one that has the gravest bearing on the future progress of aviation. The high maneuverability, altitudes and speeds attained in modern flying have approached and even passed the capacities of the human organisms that must suffer them.

Prime factors in the medical aspects of flying are acceleration and altitude. Acceleration is the cause of vertigo and, more spectacularly, of the dive bomber's "blackout." More widespread and more serious are the consequences of low oxygen and low atmospheric pressure at high altitudes. Anoxemia, the flyer's "altitude sickness," cuts down pilot's vision and hearing, disrupts his co-ordination, may finally bring complete collapse. In low atmospheric pressure of extreme altitudes it may be complicated by an aerial version of the deep-sea diver's painful and sometimes fatal "bends." Repeated exposure to anoxia brings "grippy" aches and fatigue, already a standard occupational affliction of commercial pilots.

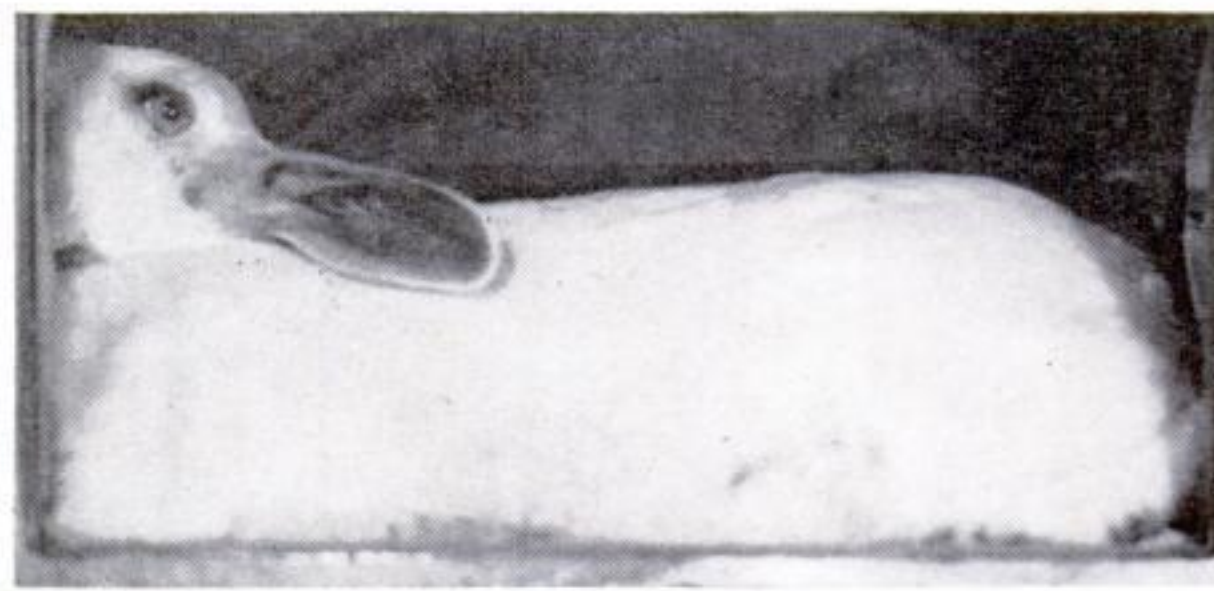
In the laboratory's big pressure tank, in which he can produce atmospheric conditions for any altitude, Capt. Armstrong has been able to determine the broader limits of human endurance. His experiments have confirmed the military and civil safe-flight ceiling of 15,000 ft. without use of oxygen. Above that ceiling airline travel is now possible only in pressurized cabins. For Army and Navy pilots wearing oxygen masks, the pressure tank indicates another ceiling at 30,000 ft. for routine flight. The chief lesson of the experiments is the growing need for careful medical selection and conservation of the flying personnel.



Heart dilation was recorded in open-cockpit flight to altitude of 33,000-ft.



Sudden altitude change is demonstrated in pressure tank. Rabbit, under sea-level pressure (above), balloons as pressure drops at 65,000 ft. (below).

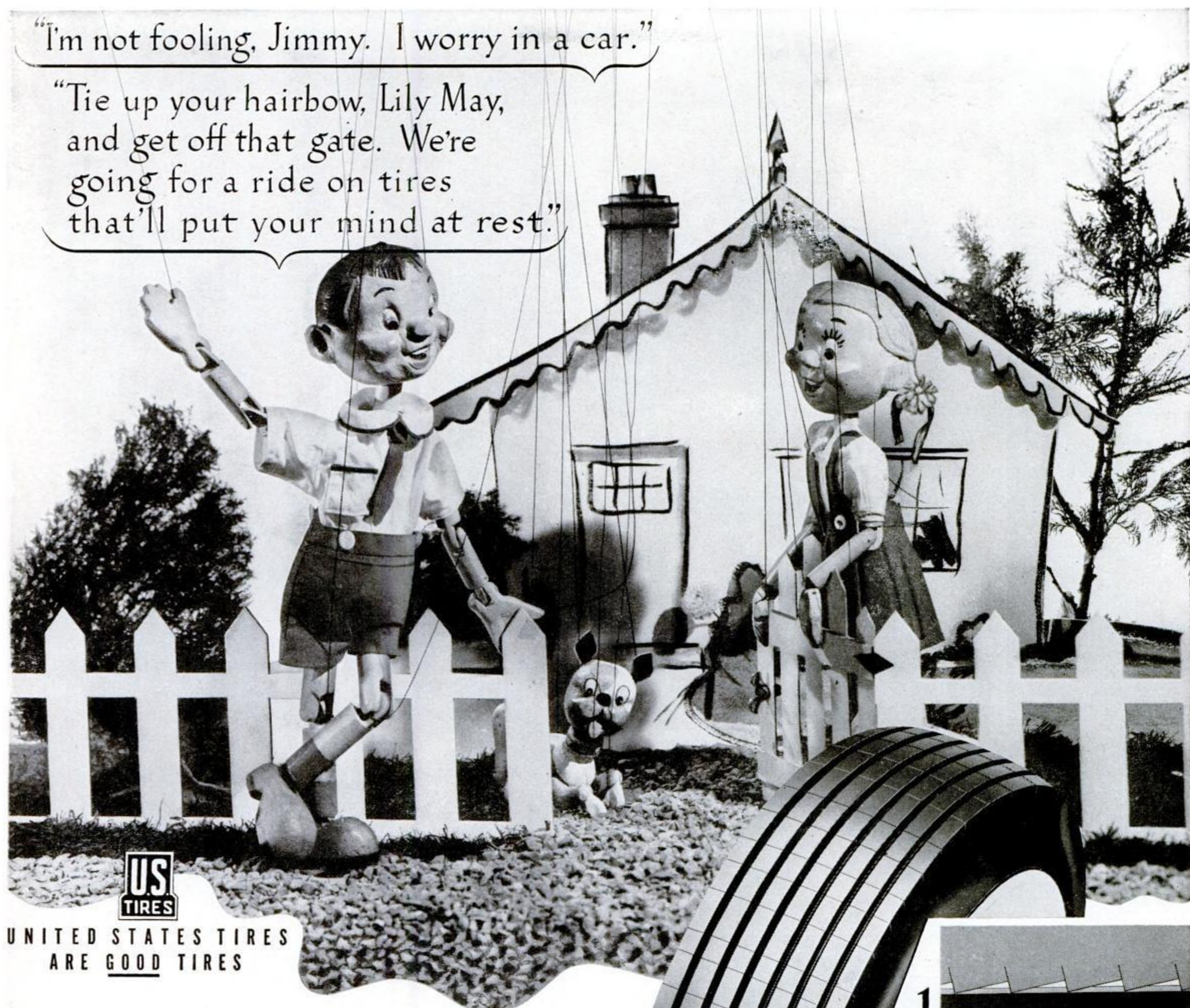


Goat brain shows symptoms of high altitude "bends." Nitrogen bubbles in small vessels of the brain and heart block circulation, cause paralysis and sometimes death.

CONTINUED ON PAGE 36

"I'm not fooling, Jimmy. I worry in a car."

"Tie up your hairbow, Lily May, and get off that gate. We're going for a ride on tires that'll put your mind at rest."



UNITED STATES TIRES
ARE GOOD TIRES

YOU don't have to take Jimmy's word for it, Lily May, if he's talking about U. S. Royal Master Tires. Their treads are made in thousands of sections which grip and hold the road the instant brakes are applied. Think what that means when you have to stop in nothing flat, when you're threatened with a skid on slippery pavement. Fast stopping power and skid control aren't the only safety elements built into U. S. Royal Masters. There's blowout protection to build up your relaxed enjoyment of riding. All three are important to the safe miles, many of them, that you get for your money in U. S. Royal Masters.



Copyright, 1940, by United States Rubber Company

1

SKID CONTROL

Hundreds of sharp rubber edges bite through slippery film to grip the road the instant brakes are applied, and stop you quicker, straighter.

2

BLOWOUT PROTECTION

Every ply is a safety ply—each cord in every ply is saturated with pure latex. This Safety Bonding is a costly process to assure the greatest safety from blowouts.

3

LONGER SAFE MILEAGE

Deeper non-skid tread of Tempered Rubber gives more mileage. Runs quiet on all kinds of roads, cleans itself of small stones. Steers easier.



UNITED STATES RUBBER COMPANY

U. S. Tire Dealers Corporation

Rockefeller Center, New York

In Canada: Dominion Rubber Co.

FLIPPITY-FLOP...IT'S DONE - **SPAM** BURGER ON A BUN!



SPAM BURGERS ARE HERE!

And here's how to make 'em. Start with a thick succulent slice of Spam, cut from the biggest side. Grill it or fry it. Flip it on a bun. Top it off with ketchup or relish. Spamburger parties are great fun around that open grill... and if you're on a real country trip you'll be glad that Spam needs no refrigeration. At most grocers.



INEZ OSCARSON of the Spam family



SPAM IS A REGISTERED TRADEMARK

HORMEL GOOD FOODS

SPAM • CHILI • HAM • CHICKEN • SOUPS
DINTY MOORE PRODUCTS
Geo. A. Hormel & Co., Austin, Minn. (Marples
Jones, Liverpool, England. Agents for the U. K.)

COLD OR HOT...SPAM HITS THE SPOT!

Air tests (continued)



COLLAPSE OF THE PILOT ENDS A HIGH-ALTITUDE EXPERIMENT AT 26,000 FT.

DOCTORS RECORD PILOT'S COLLAPSE

Heroes of the Aero Medical Research Laboratory experiments are the pilot volunteers who expose themselves to high altitudes, in the pressure tank and under actual flying conditions, without the protection of oxygen masks. Result of their heroism is a detailed chart of the progressive stages and after-effects of anoxia. Its first symptom is temporary deterioration of the higher brain functions. At 15,000 ft., vision, hearing and co-ordination begin to fail. At 18,000 ft., reflexes waver. Beyond 24,000 ft., pulse is rapid, blood pressure low and collapse imminent. Of primary importance in altitude sickness is the time factor. Prolonged or repeated exposures, even with oxygen masks, lower the pilot's ceiling and increase the severity of his reactions. Anoxia is one of the most important reasons for medical supervision of fliers.



Altitude experiment under actual flying conditions is conducted in Army bomber. The subject (center) wears no oxygen mask. Doctors watch pulse and blood pressure.

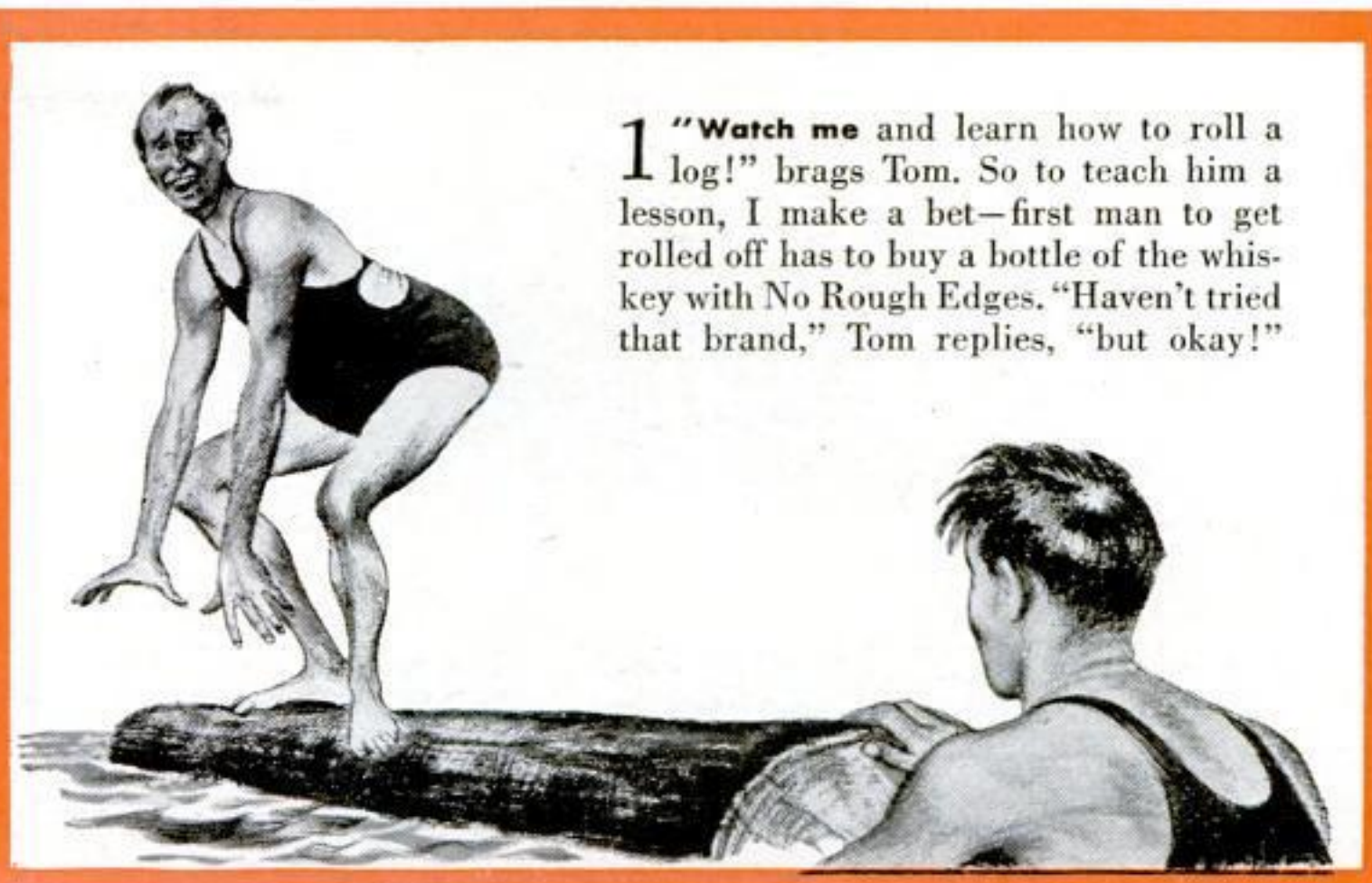


CAPT. ARMSTRONG (RIGHT) REACHES FOR HIS OXYGEN MASK TO REVIVE HIM



Oxygen mask to revive collapsed pilot is clamped on face by Capt. Armstrong. Anoxia is result of simple lack of oxygen in low-pressure atmosphere of high altitudes.

CONTINUED ON NEXT PAGE



1 "Watch me and learn how to roll a log!" brags Tom. So to teach him a lesson, I make a bet—first man to get rolled off has to buy a bottle of the whiskey with No Rough Edges. "Haven't tried that brand," Tom replies, "but okay!"



2 Tom slips—kerplunk. I follow a second later, but I've won. And that mellow highball sure Doubled My Enjoyment. And when Tom tasted TEN HIGH, he said, "It actually paid me to lose today!"

GET THAT
TEN HIGH
SMILE

IT'LL PAY YOU, TOO,
TO TRY TEN HIGH.
THIS RICH WHISKEY
WITH "NO ROUGH
EDGES" IS MIGHTY
GENTLE ON YOUR
POCKETBOOK!

90 proof
Hiram Walker & Sons Inc.
Peoria, Ill.

STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY

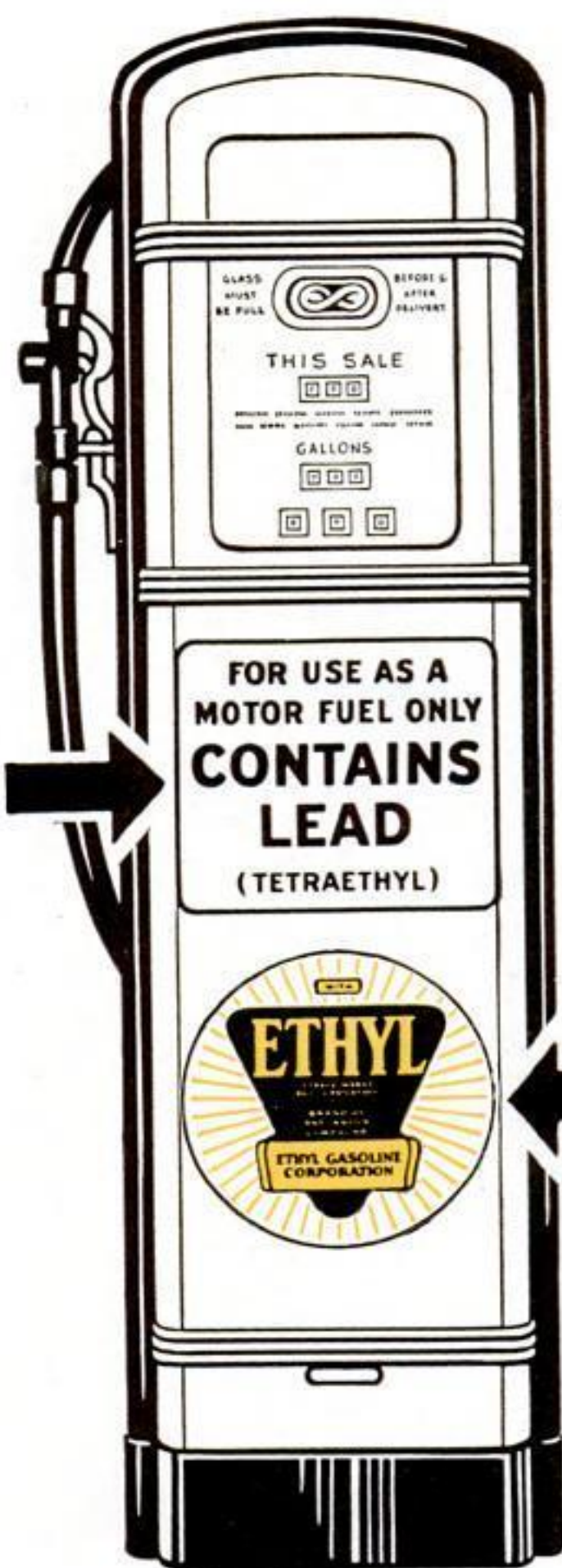
Double your enjoyment with
TEN HIGH



REMEMBER

THESE SIGNS OF IMPROVED GASOLINE

THIS SIGN on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. "Leaded" gasoline is sold by dealers throughout the United States and Canada. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



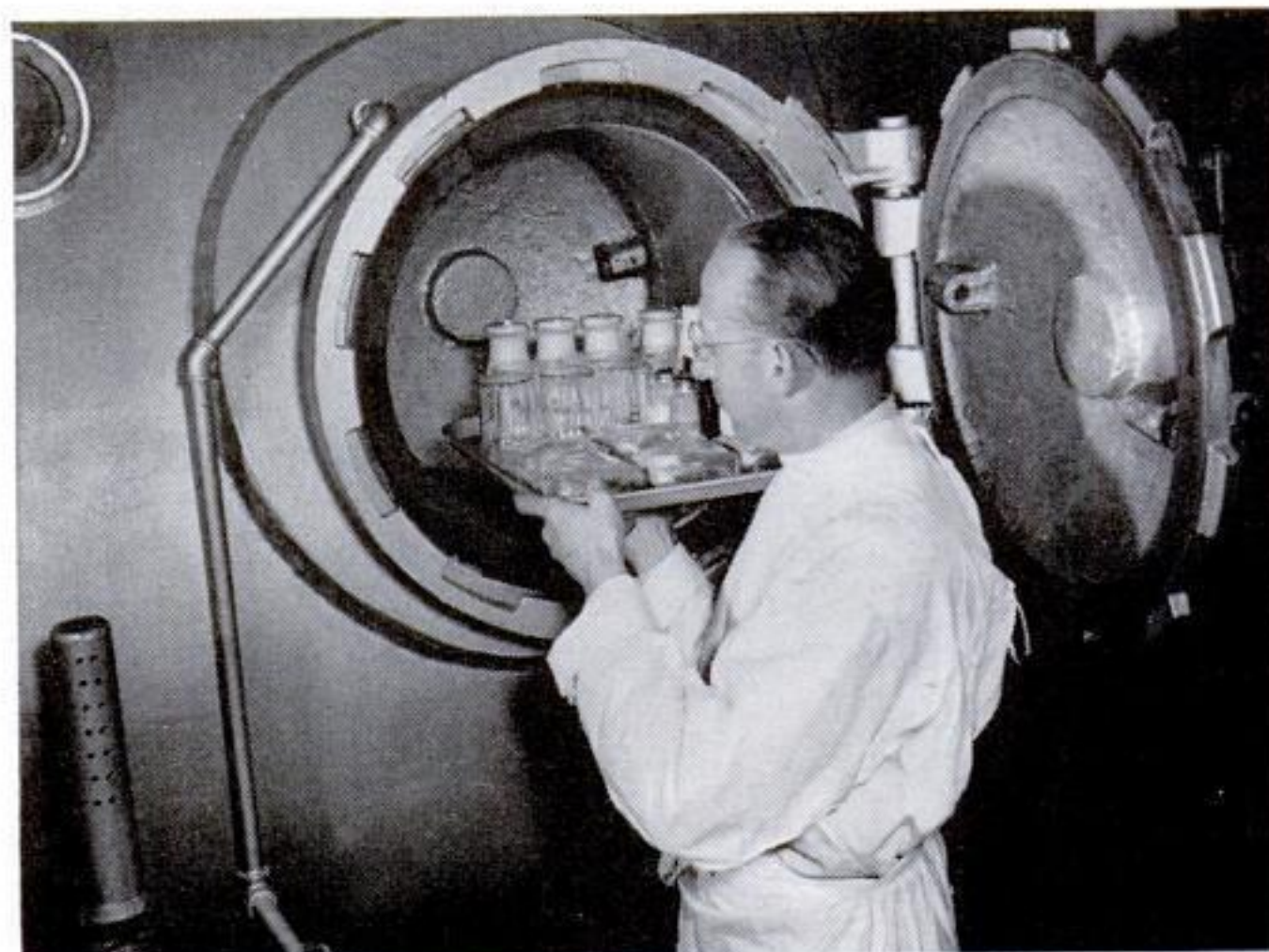
THE "ETHYL" EMBLEM on a pump or its globe means that: 1. The gasoline contains enough lead (tetraethyl) for highest anti-knock. 2. It is your gasoline dealer's finest motor fuel. 3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas -
the better your car!*

Air tests (continued)



Static vertigo or loss of balance sense is a consequence of fast maneuvers in combat flying. Experiment subject, shaken up in laboratory, thinks he is sitting up straight.



Lunch in the pressure tank is served through an air lock. Experiment subjects sometimes spent whole days in rarefied atmosphere to measure its cumulative effects.



Inside the pressure tank a game of bridge helps pass time. Through the tank window observers kept careful watch on reactions as atmospheric pressures were changed.

The Husky gives you a "lead" to more enjoyable summer drinks



11½"x 8" full color reproduction of this painting, without advertising, sent on receipt of 10¢. Address Box BG.

LEAD DOG . . . or one of the team . . . the Husky takes great pride in his work. He has been *bred* that way. Since 1870, Fleischmann's has taken great pride in its gin . . . carefully developing it to mix drinks *you* can take pride in serving. Every kernel of grain used in distilling Fleischmann's is *selected* for the purpose. That's why this first American gin is called a *pedigreed* gin . . . and why *your* best lead for smooth summer drinks is . . . use *Fleischmann's!*

For your Sloe Gin Rickeys and Fizzes, try Fleischmann's Sloe Gin. 65 proof

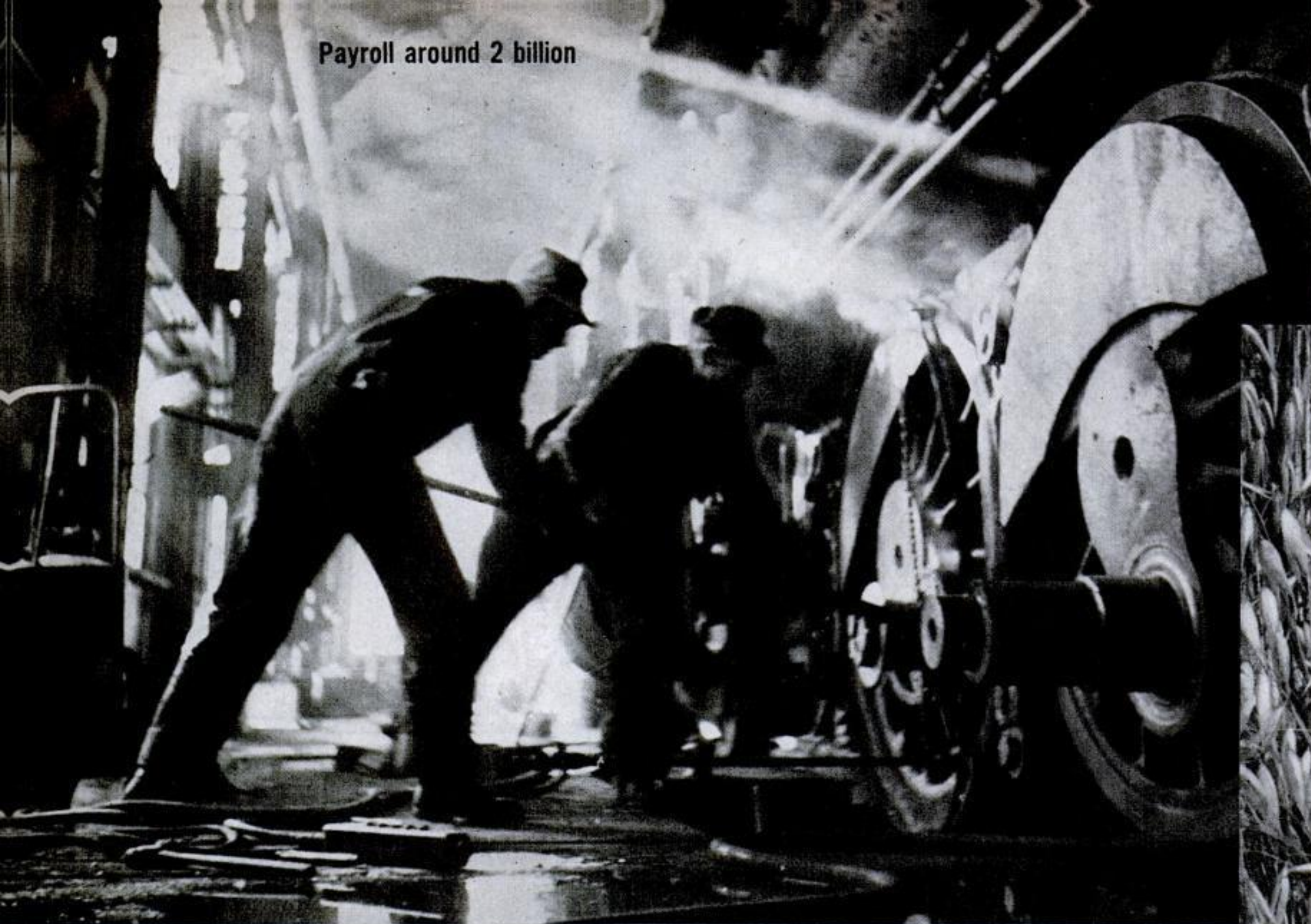


Fleischmann's Gin

A PEDIGREED GIN FOR PRIZE-WINNING DRINKS

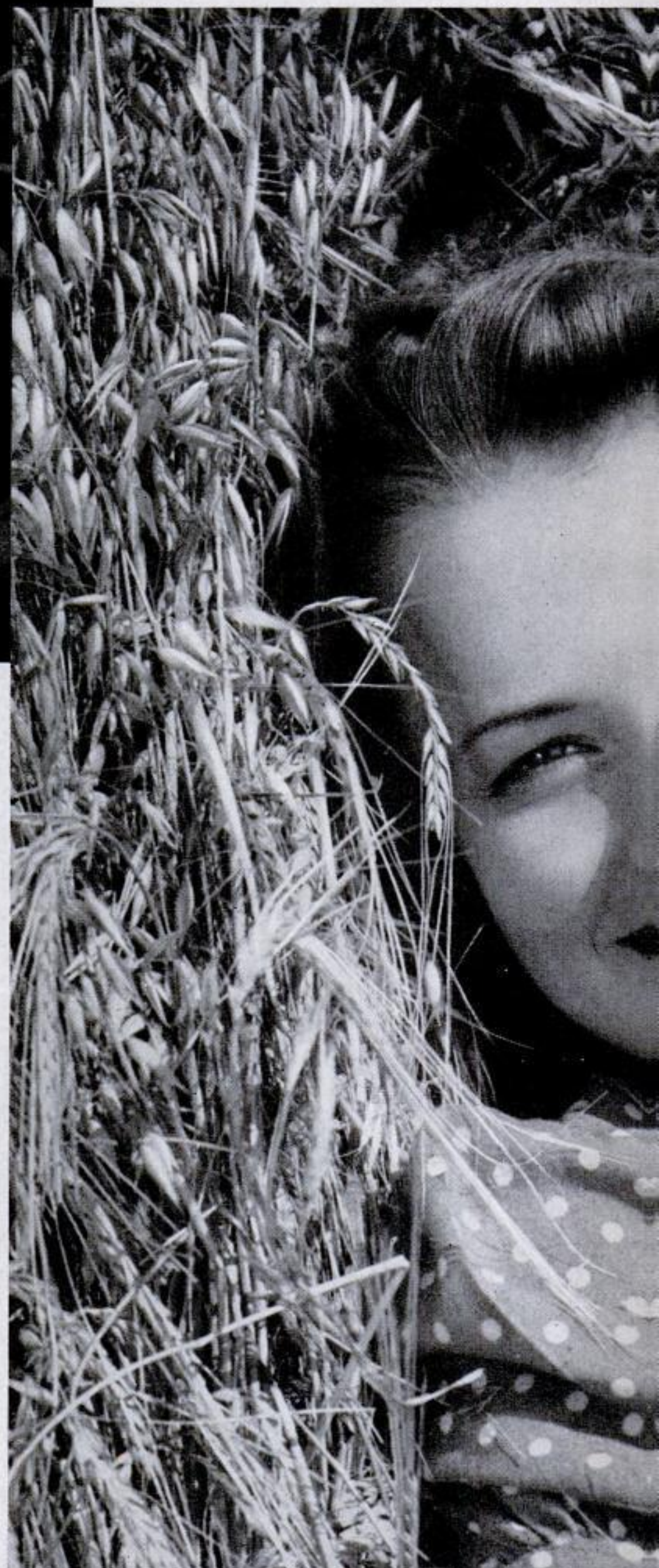
DISTILLED FROM AMERICAN GRAIN. 90 PROOF . . . COPYRIGHT 1940, THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Payroll around 2 billion

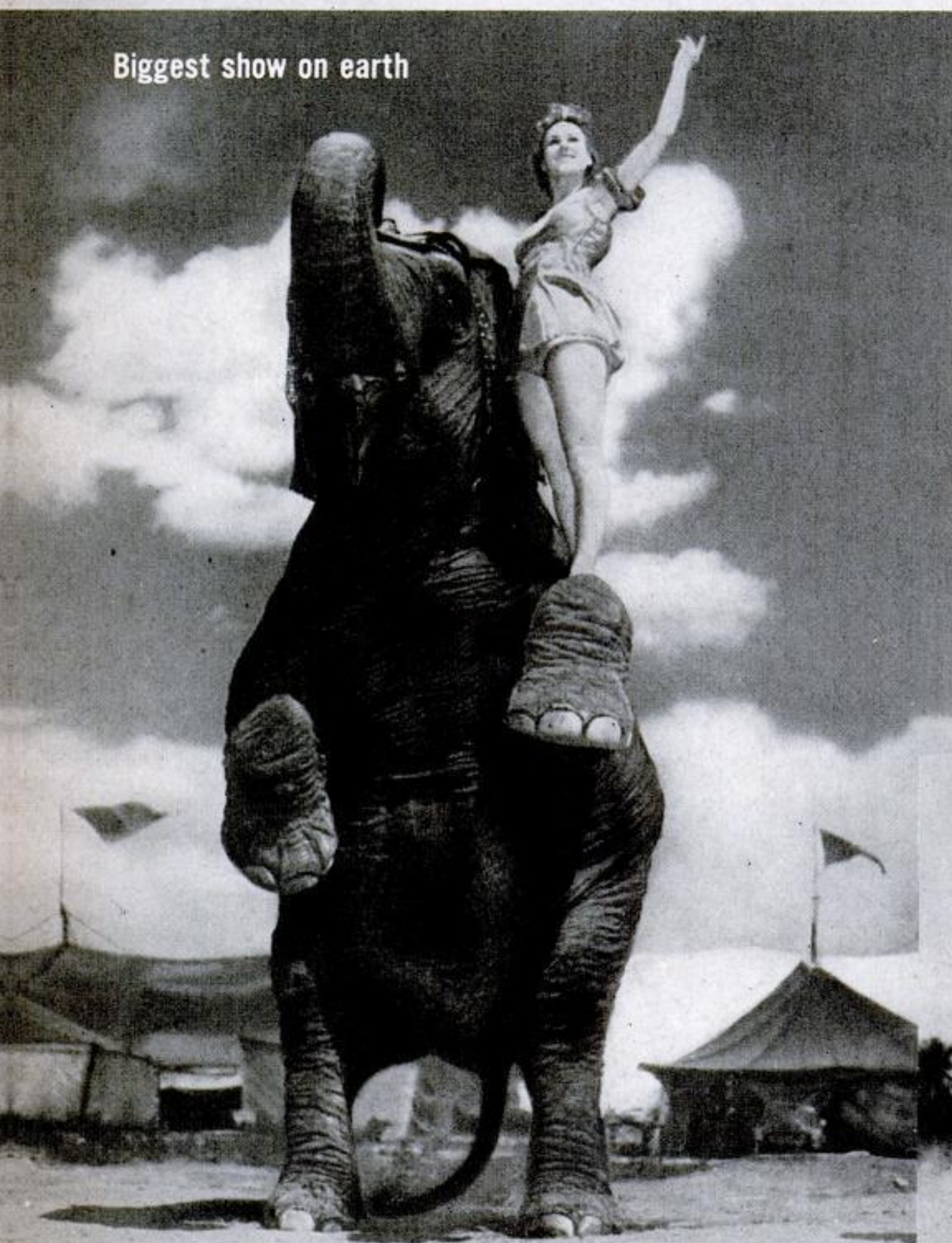


"I felt a thrill in getting the best picture I ever made," writes Howard Story, of Nebraska, who took this prize-winning snapshot in a railroad blacksmith shop where workmen were tamping a new tire on a drive wheel. With its suggestion of rhythm and power, the picture ranks as one of the great photographs of American railroading. *Made on Eastman Film.*

★ AMERICA

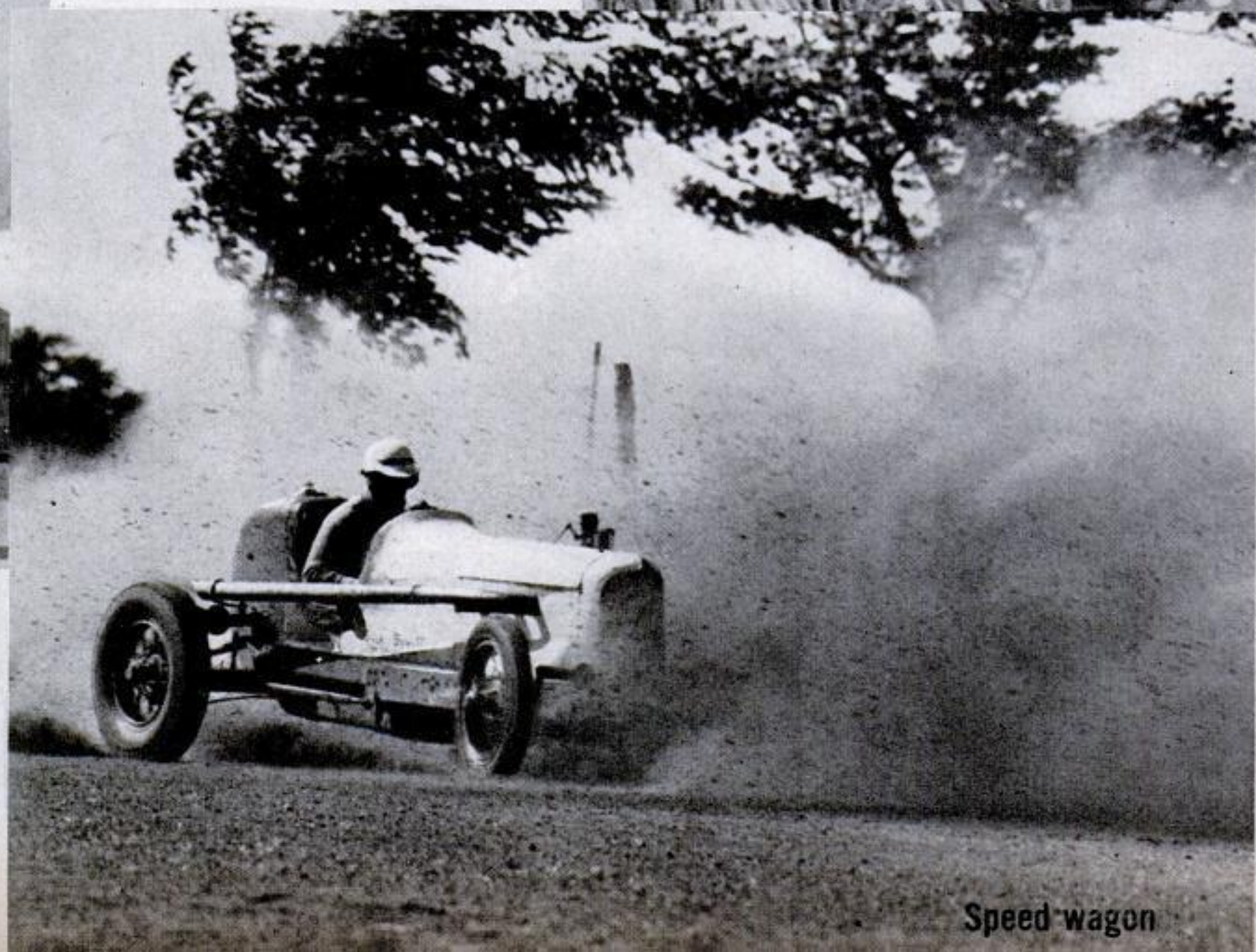


Biggest show on earth



The sight of dirt-track racing cars skidding around the turns in a whirlwind of dust, and occasionally overturning or colliding, is one of the favorite attractions at race tracks all over the United States. The photograph (below), taken by John Wilfred Arsenault, is interesting as a remarkably graphic action shot.

Made on Eastman Film.



Nathaniel Field got this remarkable picture (above) one day when the Ringling Bros and Barnum & Bailey Combined Shows anchored outside Newark, N. J., and a pretty elephant girl consented to do an impromptu pose with Babe, one of the fifty performing pachyderms with the circus. The picture has caught the very spirit of the most American of all shows—its childlike fantasy, humor, fun, daring. *Made on Eastman Film.*

Advertisement

Speed wagon

aterial

1939 Attendance, 26,000,000

IN SCENE ★

"Good morning, America!"



Out of the thousands of pictures taken last summer of the \$1,700,000 Theme Buildings of the New York World's Fair, the photograph (above), by Camera-man David Fletcher, of Underwood & Underwood, was picked by experts as one of the best. In its feeling for simplicity and purity of design, it reflects strikingly the architectural idea around which the whole Fair was built. *Made on Eastman Film.*

This delightful photograph of a young American girl (left) has none of the merely "pretty girl" attributes—and for that very reason, perhaps, makes a far more arresting appeal. Clear-eyed, confident—this young representative of the world's youngest civilization smiles out from among the ripe grain—a promise of America's future.

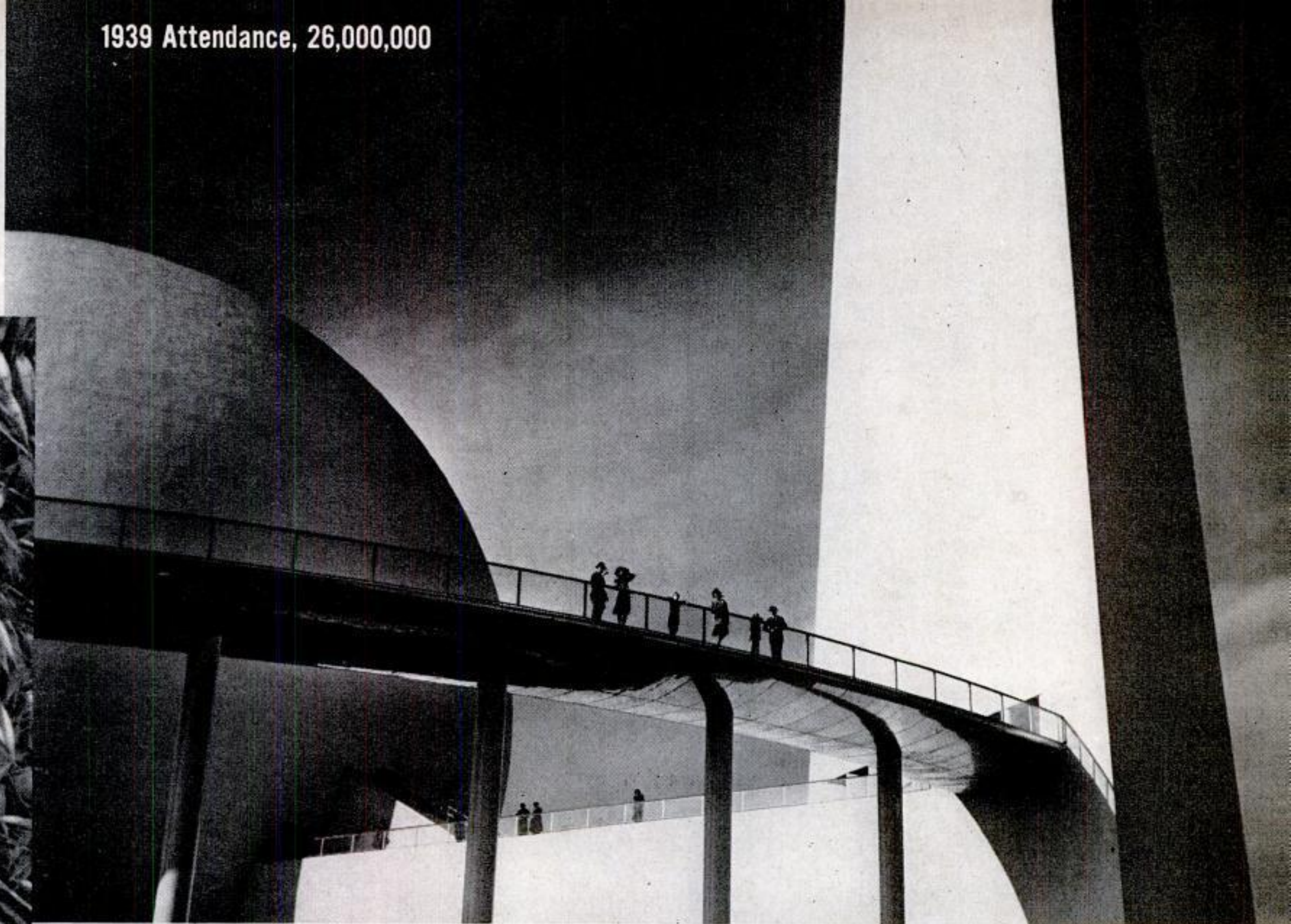
Made on Eastman Film.

**The great
pictures
are made on
EASTMAN
FILM**

KODAK'S NEW COLOR SHOW—AGAIN
THE HIT OF THE NEW YORK WORLD'S FAIR

Millions of people have marveled at the beauty and drama of Kodachrome full-color pictures projected on a 187-foot screen, longest in the world... Also at the Kodak Building—expert advice on picture taking at the Fair. Don't forget your Kodak.

There is an Eastman Film for every picture-taking need. Use Eastman Film always. It says... Roll-Film Users: Accept nothing but the film in the familiar yellow box—Kodak film—which only Eastman makes... Eastman Kodak Company, Rochester, N. Y.



A great Western picture is this photograph (below) by Charles J. Belden, one of the finest photographers of horses, cattle, and wild game in the West. The picture was taken near Pitchfork, Wyoming, and shows whiteface Hereford calves trailing from the range to the railroad, where they will be shipped to the corn belt for fattening. The photograph is full of the drama and beauty of the West. *Made on Eastman Film.*



11 cents a pound on the hoof

Taxation without Representation is Tyranny

1773

BOSTON TEA PARTY..

The Nation Fought for a Principle and Won! In that Same Generation, the Family of *JAMES E. PEPPER* Founded its Distillery and Paid Taxes to a Representative Government.



*The Choice of
Generation
after
Generation*

THE BOSTON TEA PARTY set off a spark that finally flamed into Freedom for Americans. Adventure-some, *James E. Pepper's* grandfather pushed west to the Kentucky Bluegrass, where he founded his distillery.

So mild, so delectable was his prized whiskey, that its fame soon spread throughout the new republic. Today, *James E. Pepper* Whiskey, traditional for generation

after generation, is still first choice in our finest homes. You, too, can be a gracious host with this famous whiskey.

A limited supply of beautiful 9" x 12" collectors' prints of the above illustration by Artist Norman Price is available in full color without advertising. Also "The Spirit of '76"—"The Declaration is Signed," and "The Midnight Ride." Send requests to Jas. E. Pepper & Co., Inc., Dept. L, Lexington, Ky., enclosing 25¢ for each print.

JAMES E. PEPPER

Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKEY—100 PROOF



★ ★ ★ "Born with the Republic"

Mary Lewis: CAREER WOMAN

In the income-tax lists of 1938 the name of Mary Lewis appeared with the notation, "Salary \$27,000, bonus \$27,622. Total \$54,622." At that time Miss Lewis was vice president of Best & Co., an outstanding New York specialty store. In the 1940 lists, Miss Lewis' income may well be less than that fifty-odd thousand but, careerwise, 1940 will be a telling year. For the first time in her 23 working years, Miss Lewis this year attains the ultimate aim of most career women—she has become her own boss.

At the age of 13 Mary Carlile Lewis arrived in New York from Louisville, Ky. with her widowed mother. In 1917 she got her first job, without pay, in a decorator's shop, later worked as salesgirl, furniture designer, copywriter for R. H. Macy & Co. In 1918, in the first advertisement she ever wrote, she slugged a mis-

cellaneous lot of merchandise for which she could find no other heading, "Made in America." That caught the trade's fancy and the upward climb of Mary Lewis began.

Today Mary Lewis has her own shop on Fifth Avenue. She is director of the Fashion Building at the World's Fair. She is fashion consultant to Sears, Roebuck and about a dozen important department stores throughout the country. In all these capacities she will continue to campaign for simple, well-cut, well-made, medium-priced clothes. High-salaried career women in the "rag" business are watching her. In the trade the fiction persists that the best women in the field are excellent lieutenants, need good merchandising men as captains. Mary Lewis has no men executives in her present business. For pictures of Miss Lewis at home and at play turn to the next page.



With Mrs. Roosevelt as a major attraction, Mary Lewis beamed at the opening in June of the Fashion Building at the New York World's Fair.



College board of style-conscious undergraduates from Bryn Mawr, University of Minnesota, Smith, Welles-

ley confer with Miss Lewis on the length of fall skirts and other style preferences. Board members are paid.



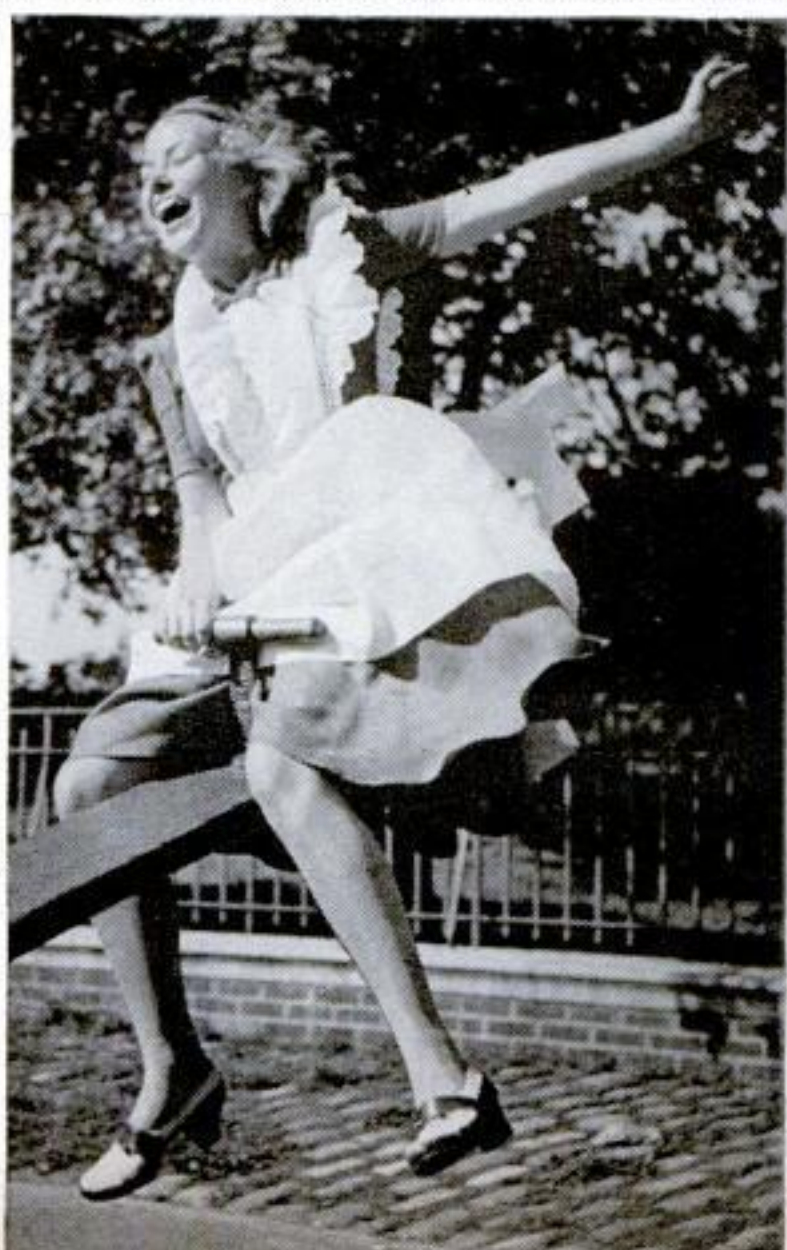
Nancy Elms, Wilmington, Del. post-debutante, is one of the eight bright youngsters in the Mary Lewis shop. Girls like these are future Mary Lewises.

THESE ARE TYPICAL MARY LEWIS FASHIONS

Summer suits of light washable fabrics with a neat, tailored look. Practical, simple, becoming hats.



Pinafores for young girls and their mammas, to be worn over dresses or actually made as dresses.



Stripes—vertical, diagonal and horizontal—for suits and dirndls without a trace of gingerbread.



Overalls like a garage mechanic's or with abbreviated trousers like these.





Untrue to life is this picture of Mary Lewis in the bedroom of her Park Avenue apartment. "All I do in bed is sleep," says Miss Lewis who frowns on such pamperings as break-

fast in bed and satin pillows behind her head. Neat and practical, she seldom lies on top of the white quilted bedspread. Her office and bedroom walls both have striped wallpaper.



"Middle-aged squat," bugaboo of all fortyish women whether careerists or housewives, is strenuously discouraged by an hour's daily workout at the Elizabeth Arden salon.

Miss Lewis, who is 5 ft. 3, tries to keep her weight under 125 lbs. She has taken exercise and massage regularly for the last eight years, previously she went in for tap-dancing.



Piano-playing is one of her minor accomplishments. She likes popular music, plays fairly well, strikes many wrong notes, has a good sense of rhythm which keeps her going.



Cabinet and dishes are painted on wall of the foyer which she uses as a dining room. Such *trompe l'oeil* decorations abound in her shop and home. She never eats at home alone.



Quilt of souvenir handkerchiefs decorates a wall of her country playhouse. Buddy, her black-and-white setter, here gets a biscuit while Honey, the collie, waits patiently.



For weekend fun, Miss Lewis drives 60 miles to Cold Spring, N. Y. There, in a remodeled farmhouse, live her mother and stepfather. Her own domain is a huge, made-over

barn. Enjoying a joke with Miss Lewis above are Felix Mulgrew, who works for an advertising agency, Natalie Hyde, salesgirl, Irving Harris, architect. No sportswoman, Miss

Lewis picks guests who believe that good food and liquor, dancing, and small talk are good weekend fun. Motto on one of her dishes is: "A constant guest is never welcome."

Just hatched...and a Pippin!

There's a new
Cigarette delight
Just out . . .
Now on sale
Everywhere . . .
The new
Flavor-Rich OLD GOLDS!
A superb blend
Of the finest
Domestic and
Turkish tobaccos,
Enriched by an
Added touch
Of a special
Imported tobacco
Noted for its
Pleasing aroma
And lasting flavor.
A cigarette
You'll say
Tops any
You ever smoked
For sheer flavor . . .
Or you get
DOUBLE YOUR MONEY BACK*!
You can't lose . . .
You must win . . .
So try
Flavor-Rich OLD GOLDS.

*You get a thrill, or we
pay the bill (twice over)

Take a sporting chance on the new *Flavor-Rich* Old Golds. Smoke half a pack. If you don't say it's the finest cigarette you ever tasted, mail the ten remaining cigarettes and wrapper to us . . . and we'll send you twice the price you paid, plus postage. (Offer expires August 31, 1940.)

P. LORILLARD COMPANY
119 West 40th Street New York City



NEW "ZIP-TOP" PACK
Just pull the tab
and get FRESH cigarettes,
FLAVOR-RICH,
in a Flash!

Copyright, 1940, by P. Lorillard Co.

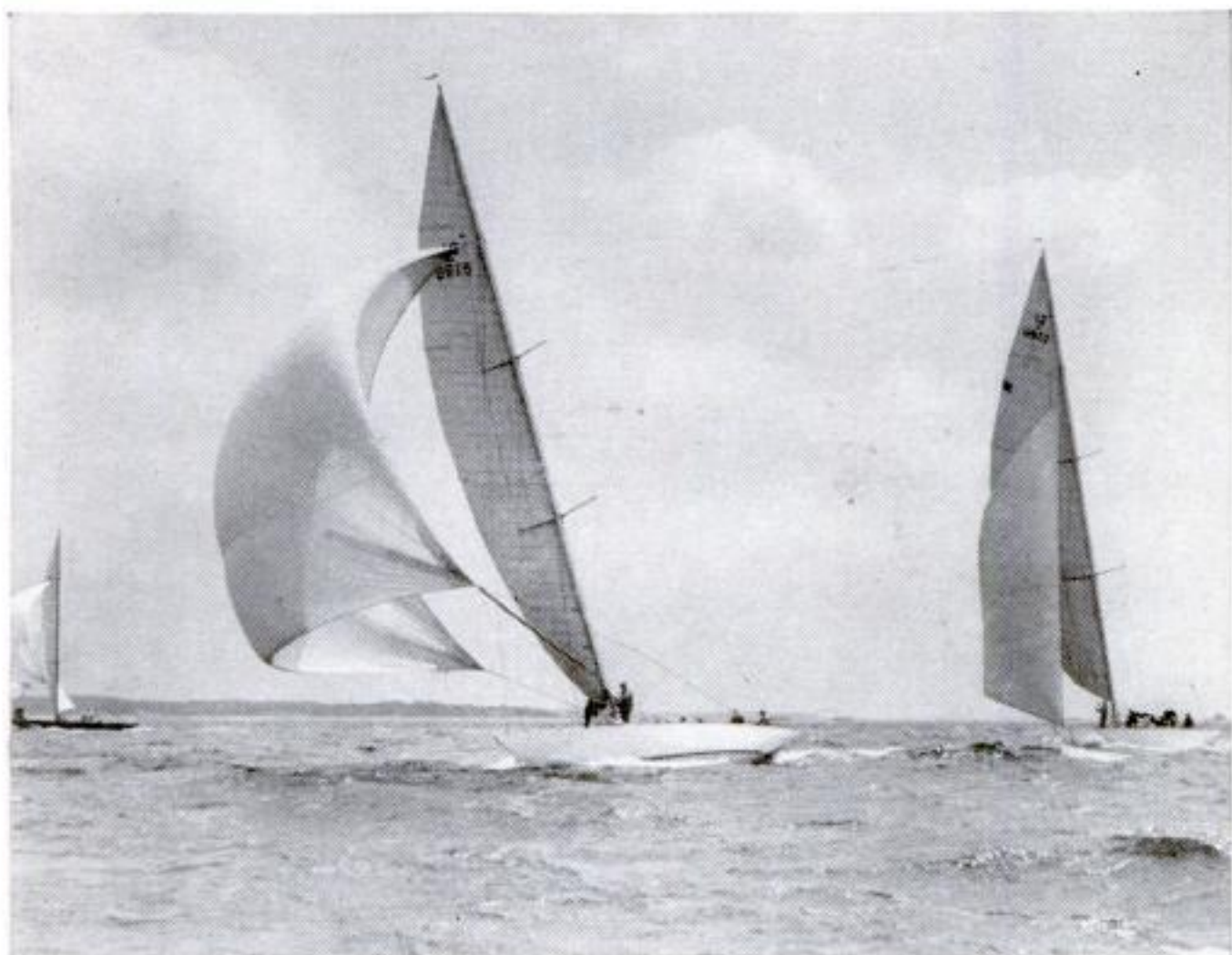


TUNE IN Old Gold's new radio show, starring
DON AMECHE and a brilliant cast. Friday nights,
NBC Red Network, Coast-to-Coast.

Now on Sale
EVERYWHERE

The new Flavor-Rich OLD GOLDS

DOUBLE YOUR MONEY BACK...IF IT ISN'T THE FINEST CIGARETTE YOU EVER TASTED!



With balloon spinnaker drawing, Vanderbilt's *Vim* scoots across start. Behind her is Fred Bedford's *Nyala* and down to leeward is Van Merle-Smith's *Northern Light*.

VANDERBILT'S SPINNAKER IS RIPPED BY A BLUSTERY 30-KNOT SOU'WESTER

A blustery 30-knot sou'wester blew across the cold waters of Long Island Sound on Saturday, June 29. Like a whip, it snapped at the sails of 66 trim boats, all ready for the start of the annual New Rochelle Yacht Club regatta.

Hardly disturbed by such a wind was Harold S. Vanderbilt, skipper of the 70-ft., 12-meter *Vim*. Across the starting line he raced with all sails pulling and halfway down the leeward leg, with his big balloon spinnaker bellying before him, he was drawing ahead in the 12-meter race. Then suddenly, with a gusty crack, his spinnaker pole snapped in two. Within five minutes his mighty sail, with its 3,500 ft. of canvas, was ripped to shreds.

These remarkable pictures were taken by Morris Rosenfeld, famous yachting photographer, who luckily happened to be chugging alongside the *Vim* in his power boat when the accident happened. After the mess was cleared away, the *Vim* went on to win the race.



With a noise like rippling thunder, after the spinnaker pole has broken, the sail is shaken by the wind. Soon its edge touches the water and small rips begin to appear.

CONTINUED ON NEXT PAGE

SEE WHY Union Pacific—North Western
STREAMLINERS
(AND YOUR CAR, TOO!)

go like greased ... with

PENN ZOIL

I hear the Diesels in these 'liners develop 5400 horsepower. Must take a special oil to keep 'em free from sludge. Wish I could get an oil like it for my car.

Why not get the **same** oil? U. P. engineers tell me these 100-mile-an-hour bullets use regular PennZoil. That's why I use it in my car, and she runs clean as a whistle!

HERE'S THE REASON PennZoil keeps your motor clean and snappy!

Refining of plain oils ends here.

These 3 extra steps make PennZoil.

Others stop here.

Only PennZoil uses these 3 extra steps. They zoom PennZoil quality so engineers use and recommend it—and 4 times as many dealers now respond when you sound your "Z"!

Be oil-wise specify PennZoil

BONDED PENNZOIL DEALER

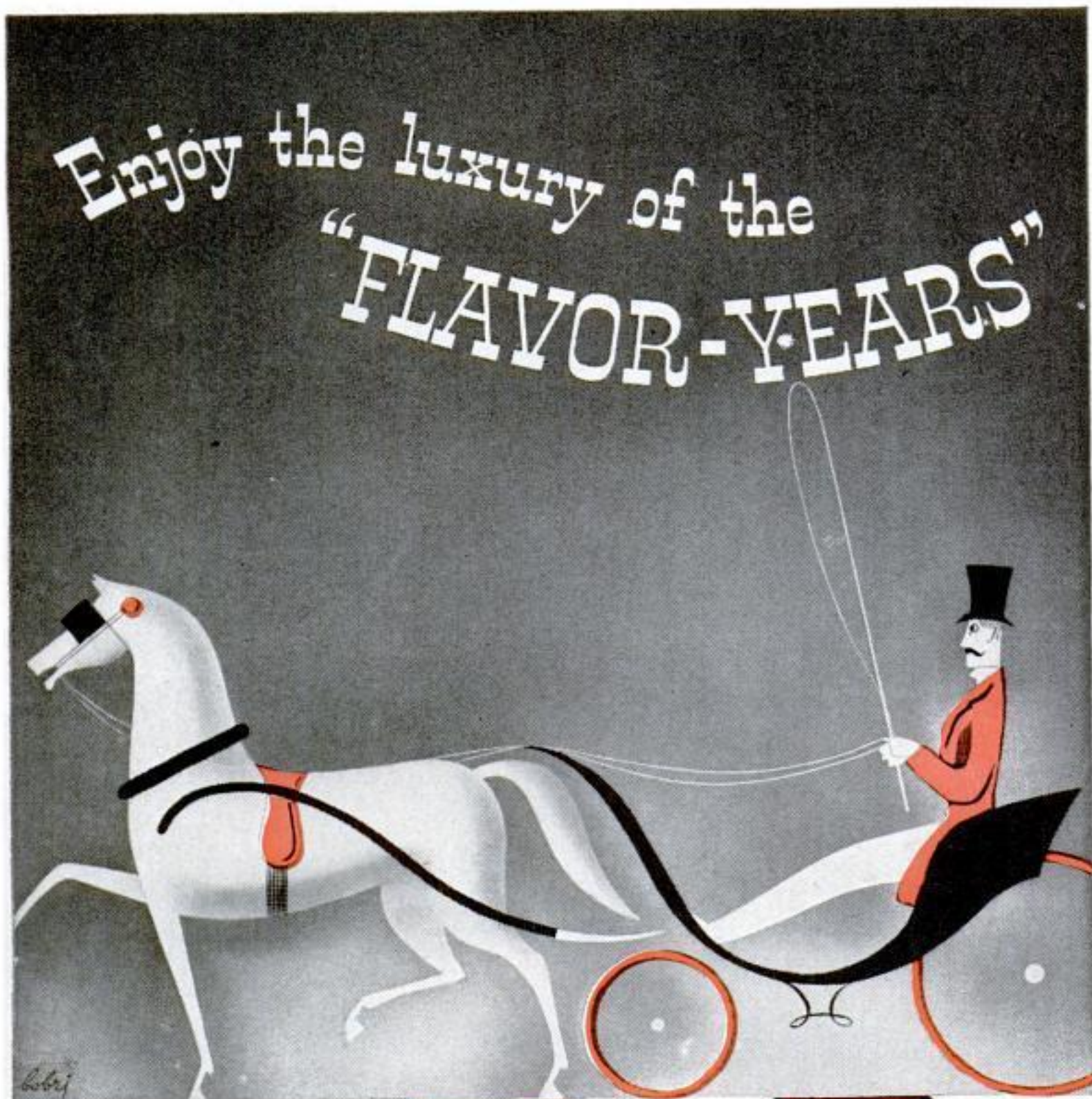
100% Pure Pennsylvania

PENNZOIL

Safe Lubrication

**Sound your "Z" ... Get SLUDGE-RESISTING
PENNZOIL**

A WHALE OF A BUY AT TODAY'S PRICE!



ANCIENT AGE

in the mellow ripeness of Ancient Age

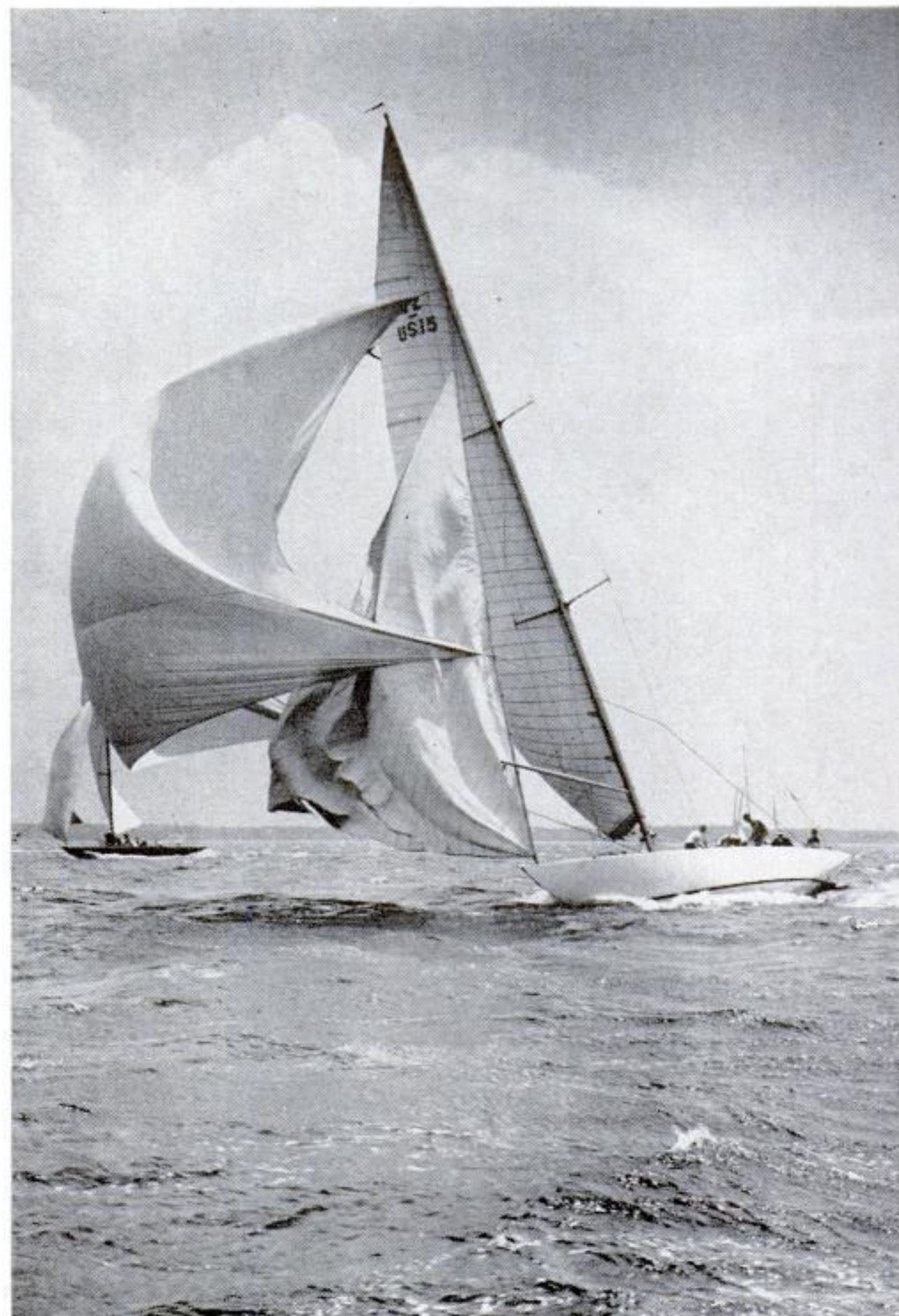


Whiskey may be bottled in bond at 100 proof, when four years old; a sort of official "majority." But beyond four, each year adds finer character. There is no substitute for time; no short-cut to the quality you get in Ancient Age. Patiently mellowed to give you the full taste advantage of extra "Flavor-Years"...at the milder 90 proof...the straight whiskies in Ancient Age are eight **YEARS OLD***

*ANCIENT AGE IS A DE LUXE BLEND OF STRAIGHT WHISKIES, AT THE MILDER 90 PROOF NOT BOTTLED IN BOND. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.

Also available at 5 years old KENTUCKY STRAIGHT BOURBON WHISKY. THIS WHISKY IS 5 YEARS OLD AT THE MILDER 90 PROOF NOT BOTTLED IN BOND. COPYRIGHT 1940, SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY, NEW YORK.

Spinnaker is ripped (continued)



Genoa jib is broken out to take wind away from spinnaker and also to keep *Vim* moving. Meanwhile crew cuts spinnaker's leeward sheet and slacks off on the guy.



Out to leeward in shreds and tatters (above and to right) careens the sail after all attempts to save it fail. Vanderbilt, anxious to win, does not even ease the speed.

ALL PHOTOS © MORRIS ROSENFELD





"Compassionate Buddha of the Future," one of museum's Chinese treasures, was carved about 400 A. D. It was given in memory of Boston's Chinese-Japanese curator, Okakura-Kakuzo.



"Kuan-Yin, the Compassionate Lord," is a 12th Century Chinese wood figure, notable for its informal pose. Many Chinese gods and goddesses of compassion are called "Kuan-Yin."

BOSTON MUSEUM OF FINE ARTS

Its treasures reflect the old town's love of Oriental opulence



DIRECTOR EDGELL

When clipper ships brought home their cargo from China and India in the last century, Boston felt the spell of the Orient. Mansions on Beacon Hill blossomed forth with Chinese wallpaper and porcelain. Rich merchants on Back Bay drank smoky Souchong and chewed li-chi nuts. A few people who lived near the wharves complained of invasions of Calcutta cockroaches but Boston in general was delighted by its Eastern merchandise. The finest collection of Japanese and Chinese art in the Occident was started by wealthy Bostonians who later turned it over to their Museum of Fine Arts.

As befitted the city that called itself the "Athens of America," Boston in 1870 founded the first public art museum in this country, beat the Metropolitan Museum in New York by two months. In 1909 the museum moved to its new home on Huntington Avenue where its façade of Ionic columns still preserves a conservatively Athenian air. Unlike most cities, Boston built its museum entirely with private funds contributed mostly in small amounts by citizens. Admission is always free and the museum is

open six days a week. It still receives no financing from the city, depends mostly on generous patrons.

Boston's museum is pleasant to roam through because it is not cluttered. It displays only outstanding examples of each art period and stores its second-best treasures in the basement where they can be seen for the asking. Its most unusual feature is an indoor Japanese garden, complete with fish pond, which shows the influence of its noted benefactors, Fenollosa and Bigelow (see p. 54). Its 2,000 paintings include saints by Fra Angelico and pagans by Paul Gauguin. Murals by Boston's favorite artist, John Singer Sargent, adorn the entrance hall. Among its antiquities are a lovely Greek head of Aphrodite in marble and a gilded Egyptian bedstead.

The Oriental tradition of the museum is carried on by its director, George Edgell, who arranged personally with the Emperor of Japan for loan exhibits of Japanese art. Former Dean of Architecture at Harvard, Edgell has succeeded doubly at his job. He has staffed his museum with curators who are tops in scholarship and has kept it a friendly, informal place where the public feels at home.

This spring the museum gave temporary shelter to the traveling Picasso show (LIFE, March 4). Over 35,000 Bostonians saw it. Not so many liked it. On the way out almost all of them visited the Japanese garden and just looked quietly at the fish.



Egyptian King and Queen, carved out of slate about 3000 B. C., are superb examples of early pyramid-builders' art.



GREATEST JAPANESE BATTLE SCROLL IS SHOWN HERE IN FOUR SECTIONS. COURTIER'S RUSH WILDLY TO SAVE EMPEROR'S PALACE FROM BEING BURNED BY CONSPIRATORS



REBEL WARRIORS IN THE PALACE COURTYARD PUSH A CARRIAGE TO THE VERANDA (ABOVE CENTER) TO ABDUCT THE ROYAL FAMILY. FIRE ALREADY RAGES IN THE PALACE



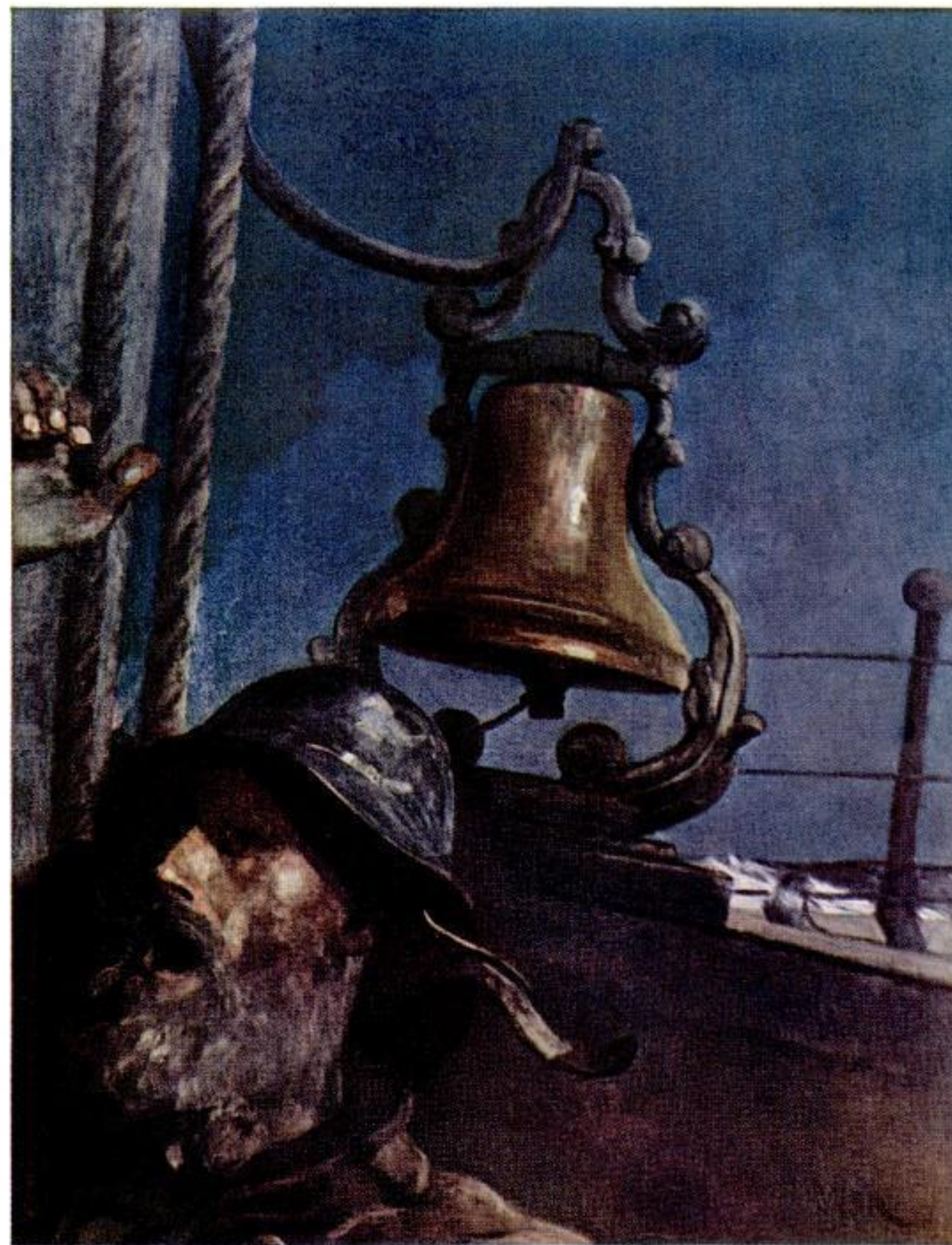
NOBLEMEN AND WOMEN ARE TRAMPLED UNDERFOOT AND BUTCHERED AS THEY FLEE PALACE. AT FAR LEFT TWO REBELS CARRY HEADS OF COURT OFFICERS ON HALBERDS



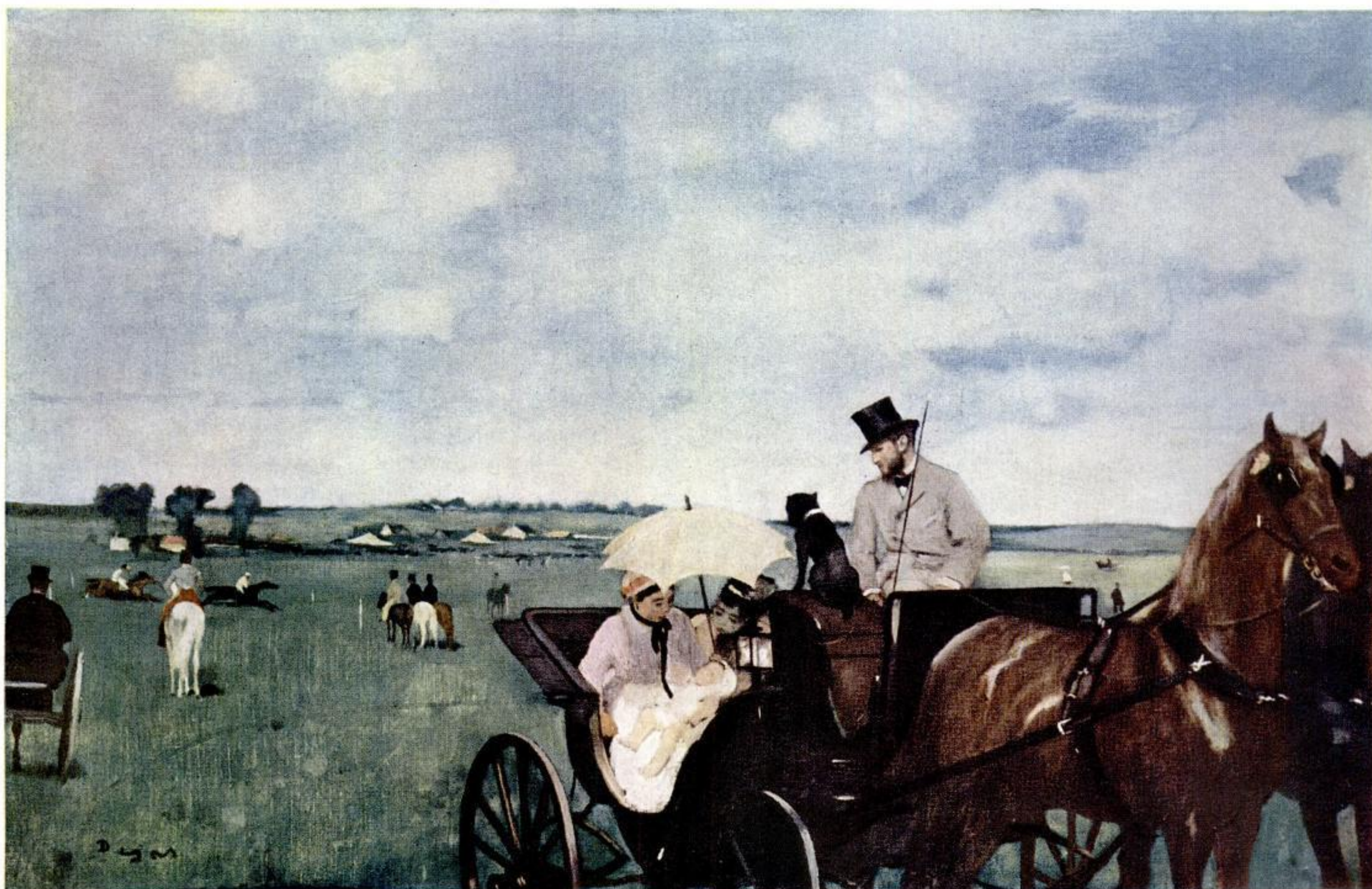
ROYAL FAMILY IS ABDUCTED IN CARRIAGE SURROUNDED BY MOB WHILE REBEL LEADER GALLOPS AHEAD ON BLACK HORSE LED BY GROOM READY TO SHOOT DOWN ENEMIES



America's first old master, John Singleton Copley, did this portrait of Nicholas Boylston, rich Boston merchant who is shown wearing swank lounge robe and cap of the 1800's.



The Lookout—"All's Well" is by Winslow Homer, America's most skilful marine painter, who worked on this shipboard scene entirely at night to create effect of moonlight.



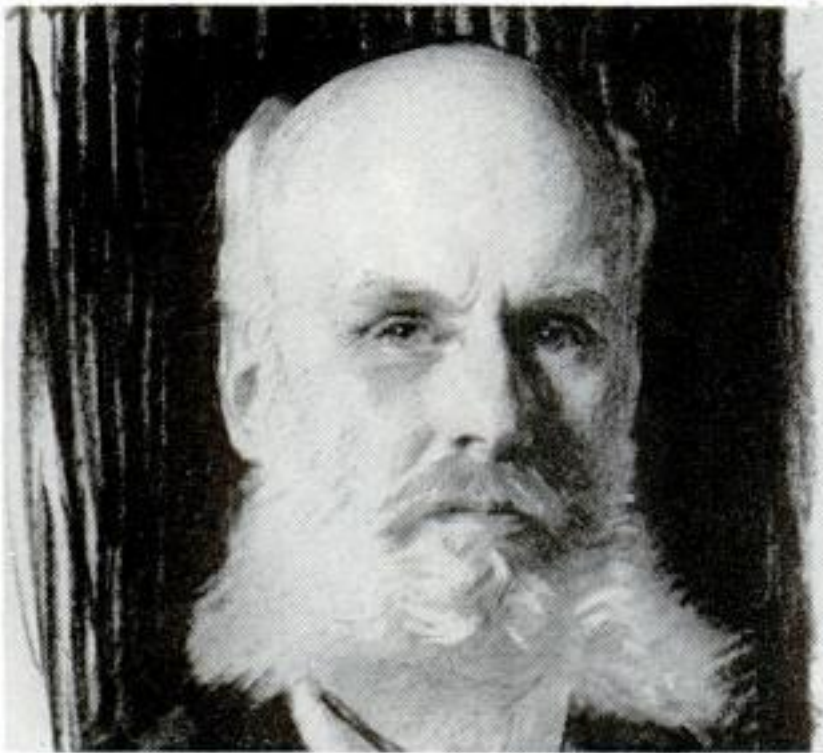
Carriages at the Races is by the famous 19th Century Frenchman, Edgar Degas, whose two enthusiasms were ballet dancers and racetracks. Perched on the Victoria next to a

black bulldog is rich carriage maker peering back at his wife, child and nurse under a parasol. With its cool color and sense of vast space, this is one of Boston's finest possessions.

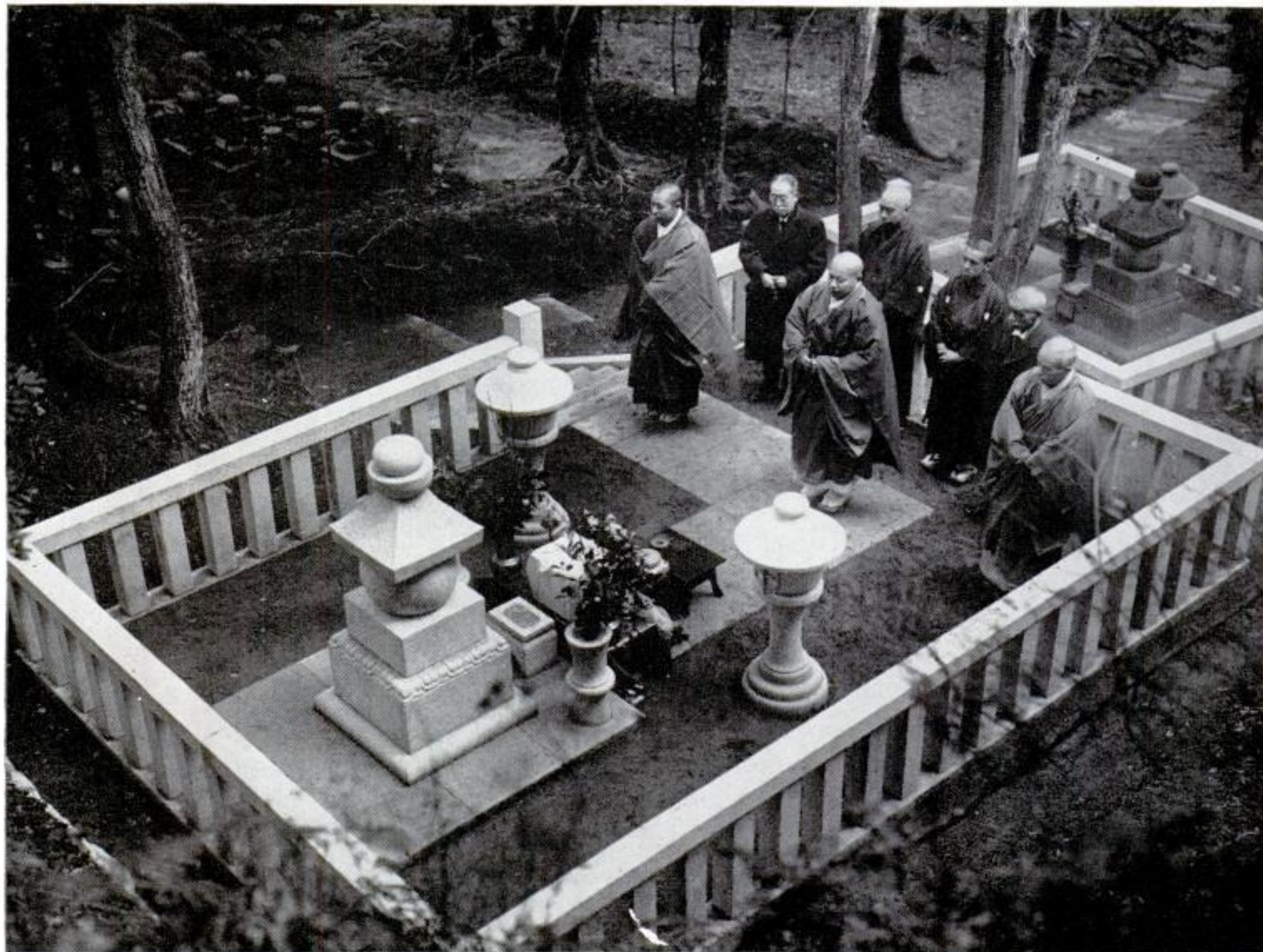


These frescoes showing Christ enthroned above His Apostles were done originally on wall of a Spanish church about 1150. Painting was chiseled off and sent here preserved

by a coat of lime and Parmesan cheese. Now installed in the museum, it is best example in America of early church fresco with Byzantine influence. Bostonians drop in here to pray.



William Bigelow of Boston spent seven years in Japan making great art collection now owned by Boston. Below: Ernest Fenollosa, poet and art expert, was Boston's Oriental art curator. Japanese Emperor honored him with orders of Rising Sun, Sacred Mirror.



The tombs of **Bigelow and Fenollosa** are enclosed in this monastery garden in Japan. Rites are being performed here with incense and chanting at the completion of Bigelow's tomb (left) in 1914. Mourners include three priests in foreground and four members of the Yamanaka family, famous

art dealers and friends of Bigelow. In the rear enclosure rest half the ashes of Ernest Fenollosa, which were brought here by a Japanese warship. The other half remains in America. Both men chose to be entombed here because of friendship for each other and love for Japan. Both were ardent Buddhists.



Chinese influence in New England is shown in this wall-paper in the living room of Mrs. E. S. Burgess' lovely old home in Dedham, just outside Boston. Paper was hung here when the house was built in 1762, and is one of the earliest examples of Chinese art in America. Its bright hand-

Painted scenes show a village street extending along a river among blossoming peach and bamboo trees. Little figures with chalky faces and gay costumes are busy at tea-raising. Notice also the vase and bowls of Chinese porcelain around the room. This house originally belonged to a Boston mer-

chant and statesman, Samuel Dexter, and boasts a bedroom where Washington really slept. By the window Mrs. Burgess discusses antiques with George Edgell of the Boston Museum, while in the foreground her two grandchildren take a more timely interest in the maneuvers of a toy tank.



Three hours past MIDNIGHT!

It is three hours past midnight.

A mother's arms cradle two sleeping children through an all night emergency journey...

A gay collegiate group arrives in an ancient "jalopy" singing to the strum of a ukelele...

The restless driver of the little coupe re-reads a crumpled telegram and peers anxiously ahead into the dark...

A big truck thunders in... carrying provisions for a distant city.

★ ★ ★

It is three hours past midnight... yet the lights in the Texaco Dealer's Service Station burn on.

Texaco Dealers invite you to tune in The Texaco Star Theatre—starring Konny Baker and Frances Langford—Every Wed. Night—Columbia Network—9:00 E. D. T., 8:00 E. S. T., 8:00 C. D. T., 7:00 C. S. T., 6:00 M. S. T., 5:00 P. S. T.

Night drivers come in for *SkyChief* and *stepped-up FIRE-CHIEF* gasolines, *Insulated Havoline* and *Texaco Motor Oils*, water, air... the boon of a swiftly cleaned windshield... of clean *Registered Rest Rooms*... road maps... the dozens of other courtesy services we gladly render.

All over America during the summer touring season you'll find this swift efficient *All-Night Service* waiting for you at convenient points along every national highway.

TEXACO DEALERS

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U. S. ARMY'S BIGGEST GUNS PROTECT THE PANAMA CANAL

Here, hidden in deep jungle a little inland from the coast, the U. S. Army's hugest guns point to the Pacific. Up and down the Isthmus the tropical forests are dotted with small green circles of lawn like this, and in the center of each a 16-in. seacoast rifle

stands ready to blast any foe that may venture too close to America's most vital point of defense. More potent than any warship's 16-incher, this electricaly operated gun hurls a 2,400-lb. projectile 25-30 mi. out to sea. Its crew totals more than 40 men.

THE DEFENSE OF AMERICA

BILLIONS FOR GUNS, PLANES AND TANKS ARE WASTED WITHOUT MEN TRAINED TO USE THEM

Faced with the necessities of a political campaign, President Roosevelt, as he asked the Congress on July 10 for another five billions for armaments, promised: "We will not use our arms in a war of aggression; we will not send our men to take part in European wars."

But at Buenos Aires in the winter of 1936, President Roosevelt, fresh from a victorious campaign for re-election, spoke differently. Out of his wide experience and historical study, he declared then that nations which spend heavily on armaments "inevitably face the day either when their weapons of destruction must be used against their neighbors, or when an unsound economy like a house of cards will fall apart."

Adolf Hitler well knows the truth of the latter observation. He must indubitably anticipate that when America has spent billions on armaments it will some day choose to use its arms, probably against him, rather than suffer economic collapse. For him, it is obviously the part of wisdom to strike at America before it has organized its terrible potential full strength. Whether he will strike soon,

perhaps this summer, seems now to depend mainly on the resistance of Britain. In any event, America has little time to lose.

And it is now losing time. Not in the matter of check-writing. The single gun on the opposite page and the handful of tanks and planes below represent several million dollars of taxpayers' money. But Americans are no pikers about money. By overwhelming demand, they have forced their representatives in Washington to open the Treasury flood-gates wide to buy guns and planes and tanks and ships by thousands.

But without skilled men to operate them, all the guns and planes and tanks and ships in the world are so much dead metal. Where America is losing time is in failing to enlist men for military training by the only fair and feasible way it can be quickly done. That way is universal registration and selective service.

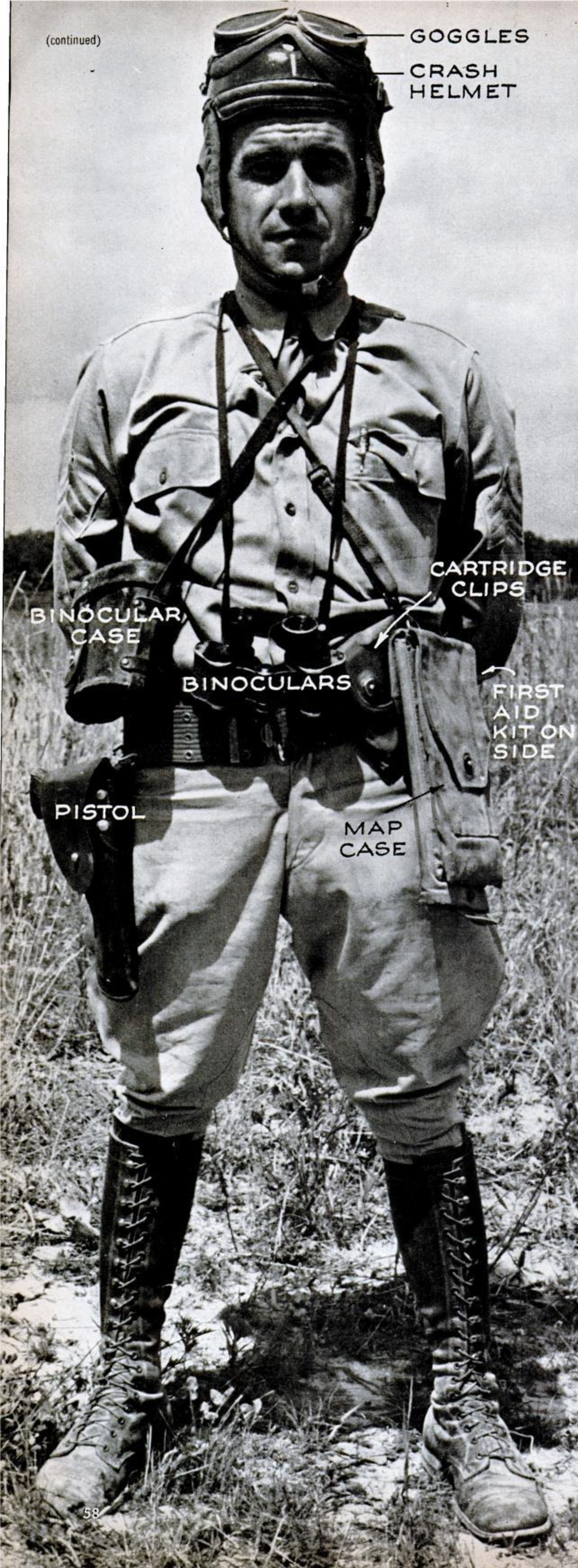
All experience shows that, beyond the point which the U. S. Army and National Guard are now rapidly reaching, volunteering fails to bring in men in adequate numbers or of adequate qualifications. But bills for

selective service continue to lag in Congressional committees. Apparent reason is that, though by every evidence of public-opinion poll and press the great majority of Americans now favor conscription, a vocal minority still oppose it—and politicians have a profound respect for minorities in an election year.

On July 9 there appeared in the newspapers a declaration against Conscription signed by 240 citizens, mostly preachers and teachers. In some 1,000 words the petitioners spoke feelingly about the rights that America owes its citizens, about "liberty" and "freedom" and "democracy." They said not a word about the duties that its citizens owe America. In large part they based their argument on the ground that peacetime conscription would be a break with "historic American tradition." Nobody denies that it would be. But so, already, are the guns and planes and tanks shown in these pictures. Even if America were still a nation of pioneer hunters, no army of citizen soldiers sprung from the soil in time of danger could operate these complex monstrosities of modern war. To see, for example, what a tank sergeant has to know, turn the page.

PRACTICING BLITZKRIEG AT FORT KNOX, KY. JULY 8, TWO TANK PLATOONS OF THE 7TH CAVALRY BRIGADE ADVANCE ON FOE THROUGH SMOKE OF AIR BOMBS AND MORTARS





Ability to read maps and aerial photographs is one of Sergeant Ware's necessary skills. From them he must plan his marches, outpost duty and attacks.



Expert marksmanship with sub-machine (tommy) gun (shown above), pistol and .30- & .50-cal. machine guns is required.

HERE ARE A TANK SERGEANT AND SOME OF THE THINGS HE HAS TO KNOW HOW TO DO

As Germany's mechanized (Panzer) divisions crunched through Allied lines, U. S. preparedness advocates, notably the *New York Daily News*, began clamoring for "1,000,000 mechanic-sergeants" to be trained for the U. S. Army. At left, in full field equipment, stands one such modern soldier, Sgt. Frederick G. Ware of Troop E, 1st Cavalry, mechanized, U. S. A. Sergeant Ware's light-tank regiment is part of the 7th Cavalry Brigade stationed at Fort Knox, which is now to be enlarged to become part of America's first Armored Force of two mechanized divisions patterned after the German. It has taken 14 years to make him the crack non-com he is.

A onetime mill worker in Canton, Ohio, Ware enlisted in an infantry machine-gun company in April, 1926, first had to acquire the rudiments of soldiering: discipline, teamwork, physical toughness and endurance, the manual of arms, close-order drill, how to care for himself and his gear in the field, how to scout, patrol, take cover. Advancing through military law, rifle marksmanship and machine gunnery, he transferred to tank service in 1930, began acquiring the 1,001 special skills he has now. Some of them are illustrated in the pictures on these pages. By standard, a tank platoon (three tanks) is commanded by a lieutenant. But the U. S. Army is woefully short of trained officers, so Sergeant Ware commands his platoon. If not a million, the Army needs at least many more thousands like him. It cannot begin too soon to start recruits on the long road he has traveled.



Hand and foot signals are the tank crew's language. Talk is impossible amid the tank roar and clatter. Here Ware, up in turret, presses driver's back like an automobile brake to signal stop. Kicks in the back mean go ahead, a foot on the right or left shoulder, turn right or left.



Motorcycling is needed so sergeant may speed to field conference when summoned by his superiors. He also drives trucks.



Directing the fire of his tank's guns, as well as firing any one of them himself, is part of Sergeant Ware's job. He is an expert anti-aircraftsman.



Overhauling the tank, which must be done every 25 hours in the field, is supervised by Sergeant Ware (above, left). An expert mechanic, he must know every detail of checking battery, greasing engine, etc. Below: he must also know how to strip guns for periodic cleaning.



Sergeant Ware's crew consists of Driver Henry J. Smith (lower right), Assistant Driver Clarence W. Phillips (lower left), Gunner Edward L. Harvey (upper left) and the sergeant himself (upper right). Sergeant Ware must teach his crew their jobs and be able to replace any one of them.



(continued)

THIS WAR MACHINE MUST BE MASTERED BY TROOPS OF U. S. ARMORED FORCE

Shown here in pictures and diagram is the complex machine of war that must be mastered by the soldier of the U. S. Army's Armored Force. Ugly embodiment of the dreams of generals since 1,200 years before Caesar, the tank is designed to carry heavy striking power across the battlefield into and through the enemy's lines. To the U. S. prairie tractor the tank is indebted for its caterpillar tracks, but it otherwise resembles no peacetime machine and can serve no conceivable peacetime purpose. Tanks were first launched in battle by the British on Sept. 15, 1916 and served as the chief element of many Allied surprise attacks until the end of the war. Tested by the Germans in Spain, the tank in their hands has proved a monster that can be matched only by another tank.

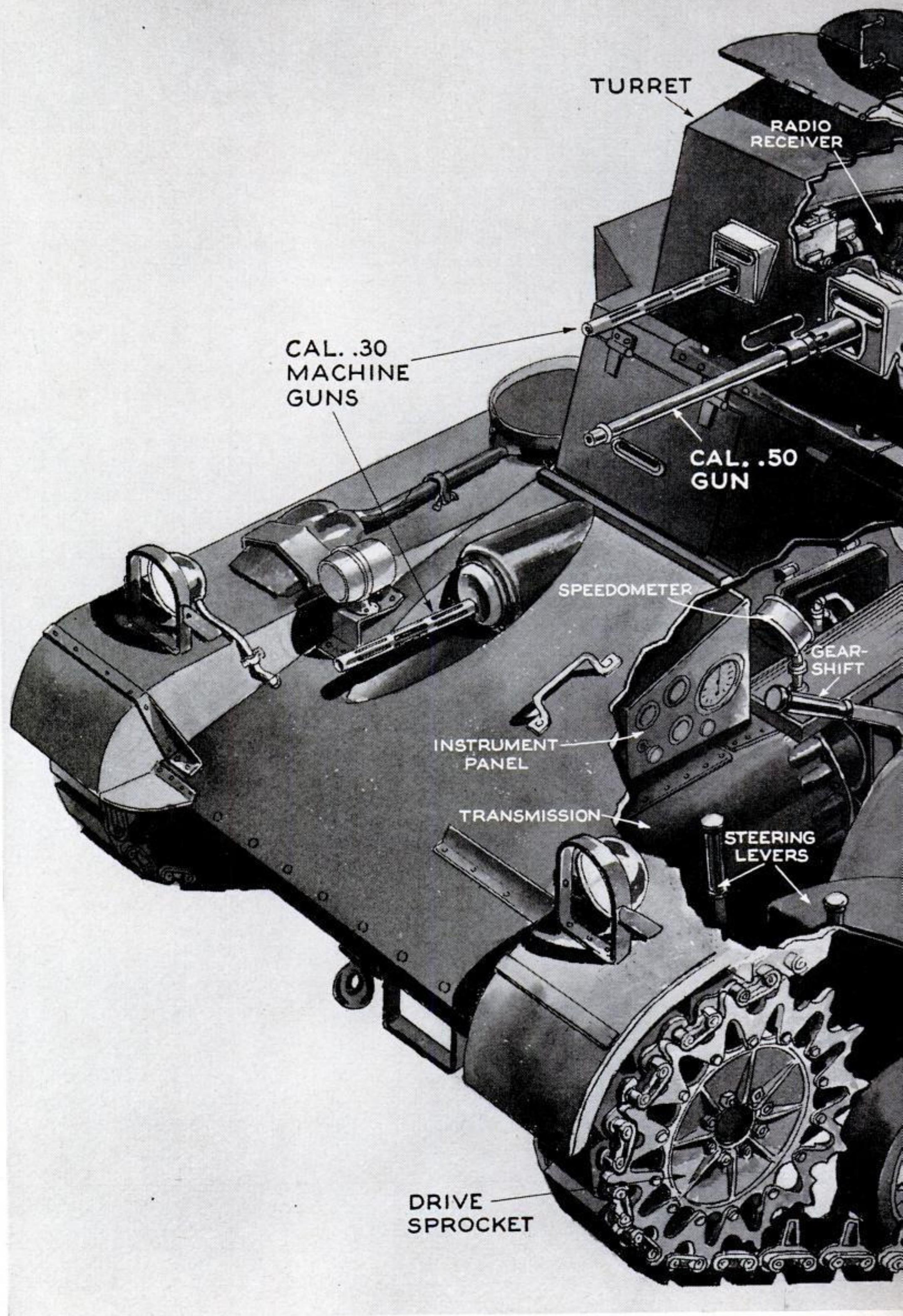
The tank here opened up for inspection is the U. S. Cavalry's light tank. Because the 1920 National Defense Act defined the tank as an infantry unit, the Cavalry until now has called it by the weasel name of "combat car." Packing in its ten tons the most efficient combination of armor and speed, it is acknowledged in all armies as the best in its class. These light tanks will provide the new U. S. Armored Force with two thirds of its tank power.

At its rear is a 235 h.p. radial airplane-type motor, which at full throttle fills the tank with a deafening roar, makes communication by words impossible. The fan in front cools the motor, clears the air of powder fumes and gases. The motor's power is delivered through the drive-shaft tunnel to the big sprocket wheels at front, to carry the tank at highway speeds of 35 m.p.h. and across the open country at speeds from 5 m.p.h. up. The tank's tracks, hard rubber blocks set in steel frames, last eight times as long as those in any other service. Stretched taut by the idler at rear, held to the ground by the heavy-sprung bogies amidships, they bite the earth and hug the roughest terrain. At the driver's seat, the two steering levers control each track separately, and on occasion can throw the tank into a 360° spin.

Driven by an expert, a tank can take a 45° grade, cross trenches and ford streams. But a tank is perilously easy to turn over, and even on the highway, with the commander standing in the open turret, the one-way uncushioned jolting of the tank is the worst punishment a peacetime soldier can take. Worst shocks come when the tank upends or buries its nose to a full stop in an embankment. For these occasions the crew wears crash helmets and learns a special technique to avoid broken bones in the scramble.

With the turret buttoned up for combat the tank becomes a bellowing inferno for its crew inside. Directed by pressure of the commander's feet on his shoulders, the driver must gun the tank out of trenches, around tank obstacles, through trees and out of the way of other tanks. Next to him, on the other side of the drive-shaft tunnel, the assistant driver is glued to his .30-cal. machine gun. In the turret the commander and gunner swing their guns together. The .50-cal. gun is used against enemy tanks, anti-tank defenses and materiel. The .30 cal. is used against enemy personnel.

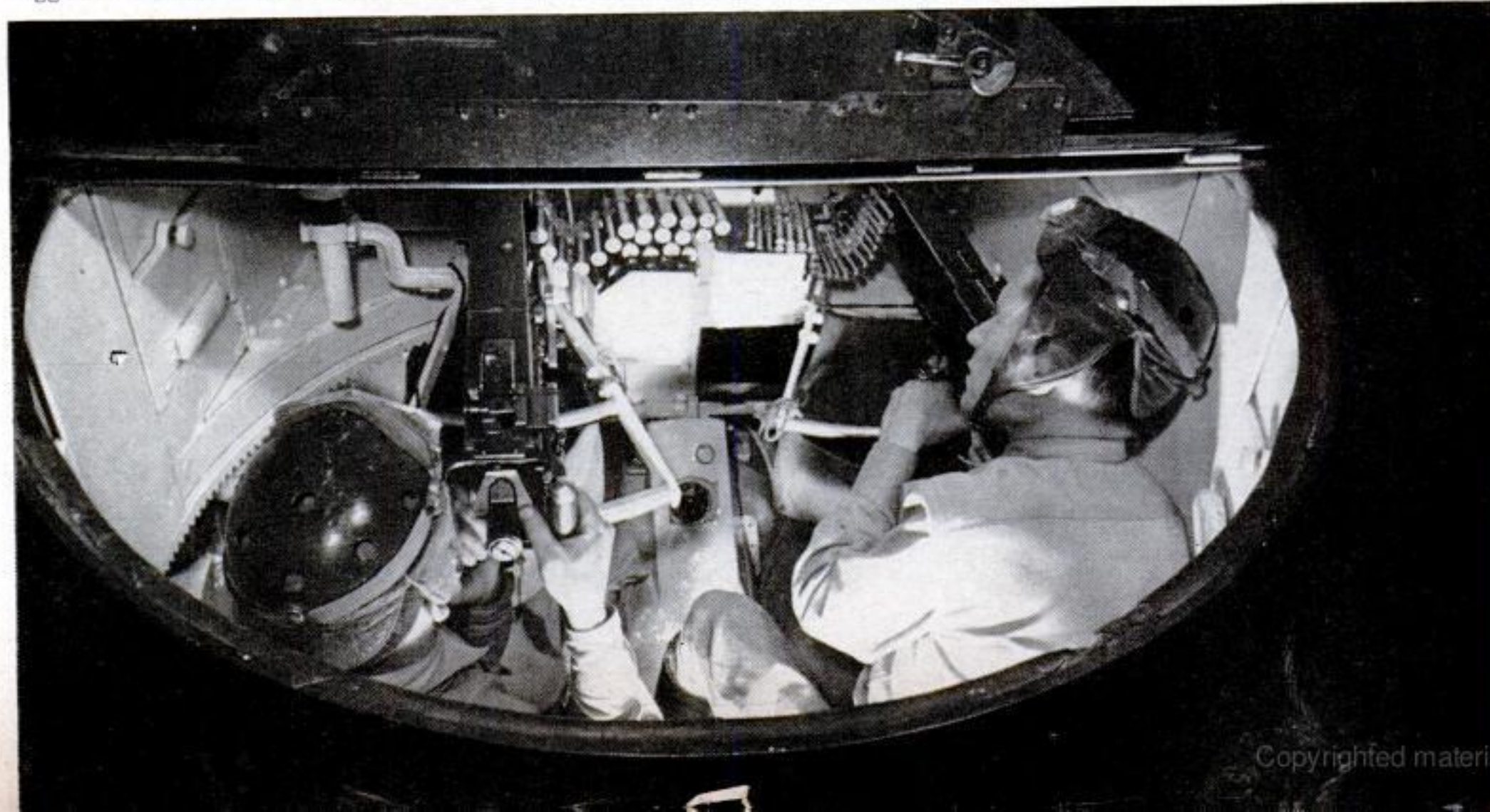
To make these machines and train the men to run them is one of the gravest problems in the national-defense program. Only two manufacturers and one Government arsenal are now equipped to produce the armor and assemble the tanks. A sober lesson is taught by U. S. World War experience. The U. S. then appropriated \$175,000,000, put 23,000 tanks on order. At the war's end 80 tanks had been delivered.

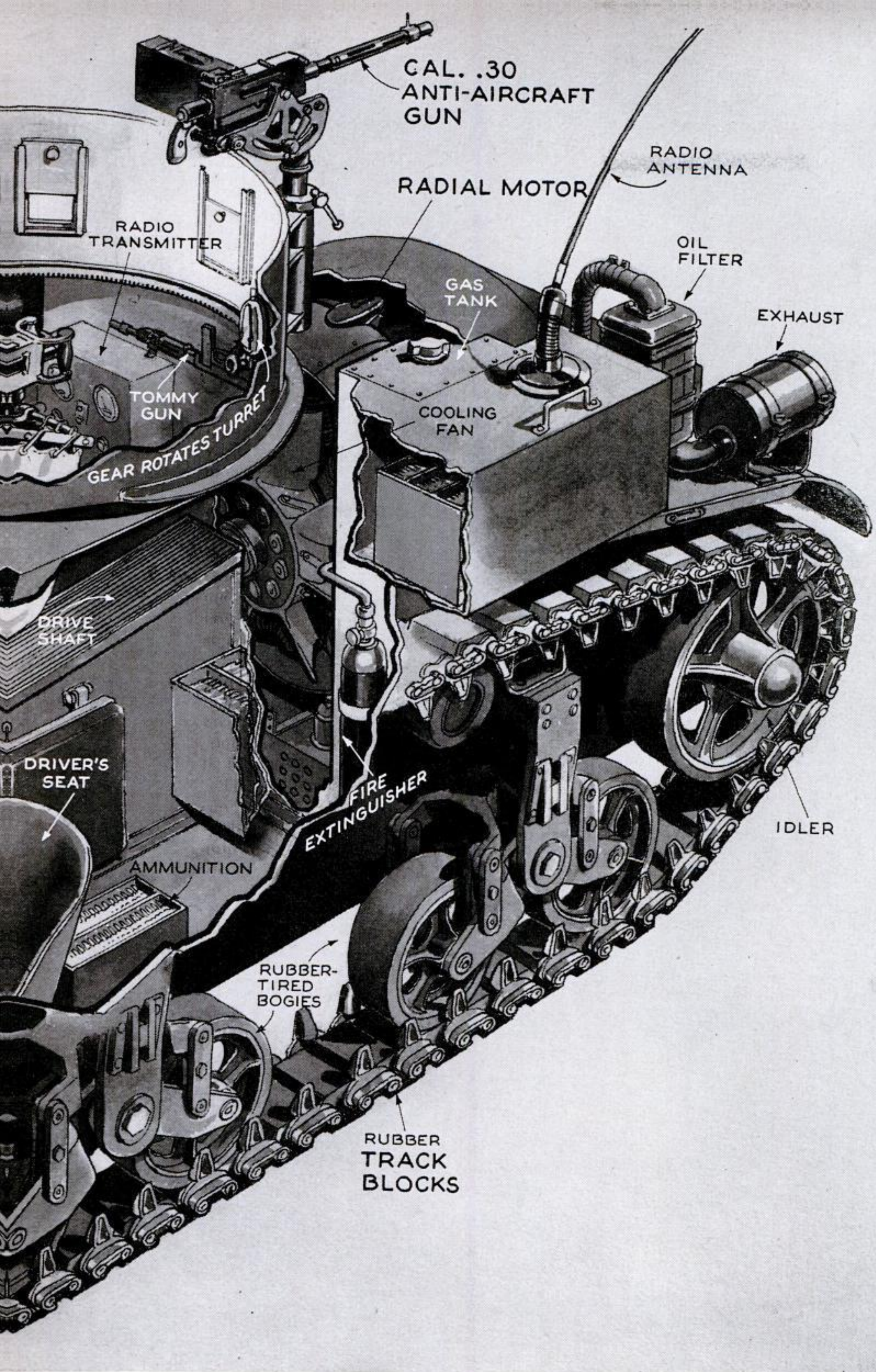


THE U. S. ARMORED FORCE'S LIGHT TANK IS THE BACKBONE OF ITS COMBAT POWER. WEIGHING TEN TONS,

Inside the turret the tank sergeant (left) presses his thumb on trigger of .50-cal. machine gun, while gunner at right sights

the .30 cal. The canvas sacks under the guns keep empty cases from falling down necks of the driver and his assistant below.

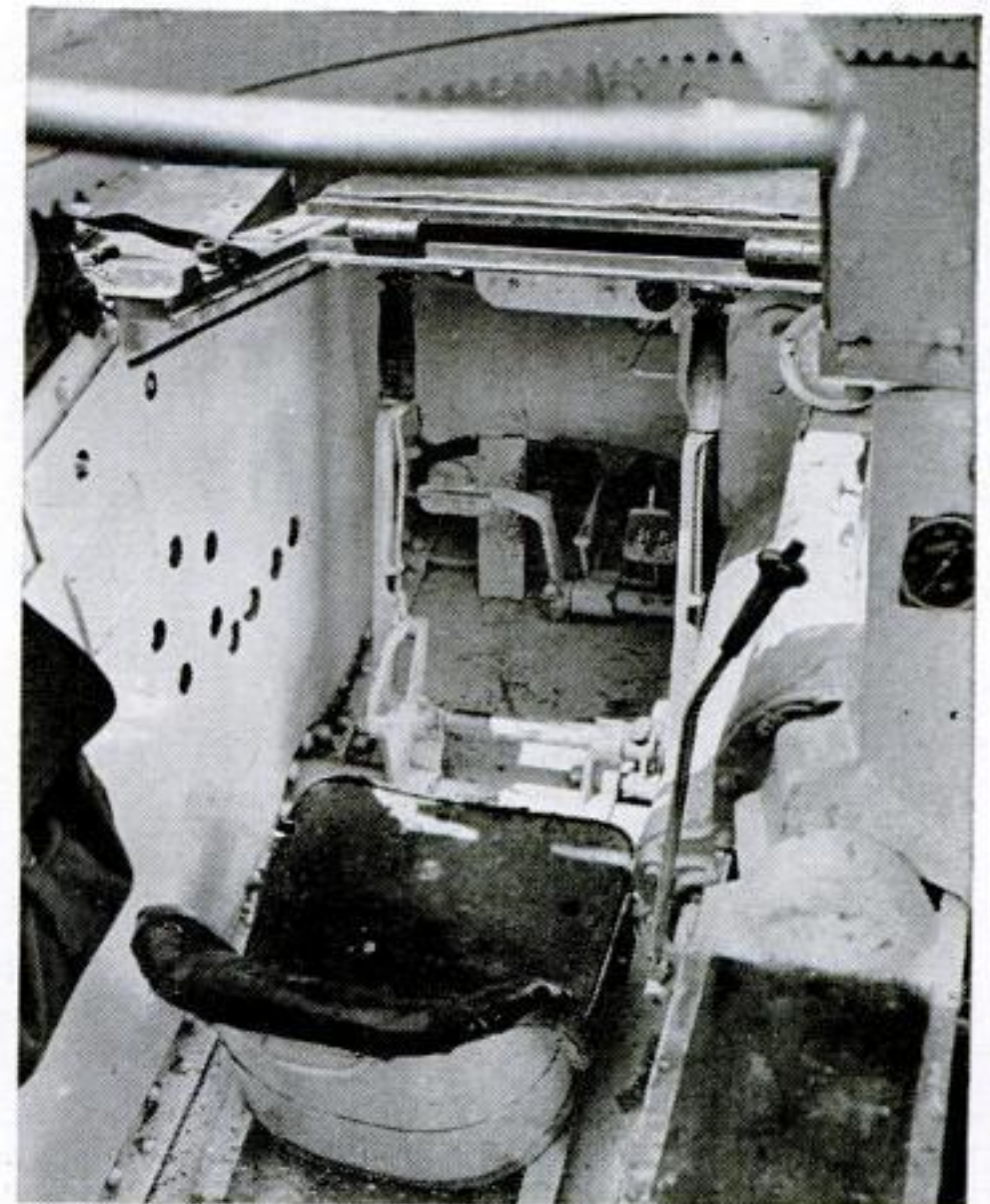
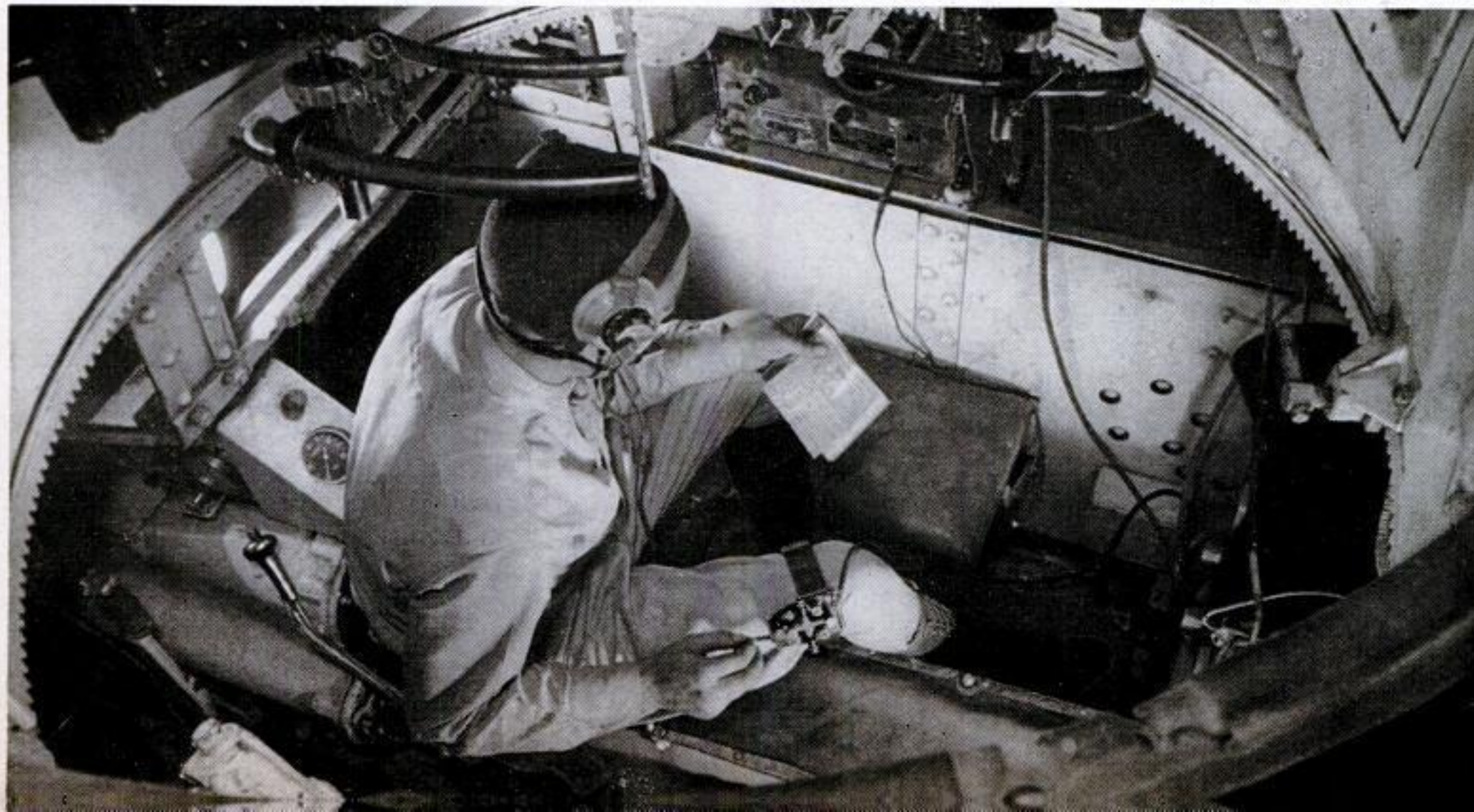




IT MEASURES 13 FT. LONG, 8 FT. WIDE, 7 FT. HIGH. ITS AIRPLANE-TYPE MOTOR GIVES SPEED OF 35 M.P.H.

Radio is installed only in troop and squadron commanders' tanks. The operator occupies assistant driver's seat on other

side of drive-shaft tunnel. When radio breaks down during combat, motorcycles and flag signals provide communication.



Driver's seat has two steering levers in front and gear shift at the right. The clutch and accelerator are pedals up forward.



Second driver mans the .30-cal. machine gun in body of tank (see diagram). In command tank he also operates the radio.



Sleeping crew member finds a berth on the floor inside the tank. Another sleeps under tank. Two keep watch at guns.

(continued)



Assembled for action, tanks of the 1st Cavalry await command to roll. At front right stands Capt. Clayton J. Mansfield (see front cover), receiving instructions from his squadron commander. Tank regiment's problem is to sweep around the enemy's

flank, get at its reserves, communications and supplies in the rear. One troop (three platoons) with accompanying motorcyclists, artillery and engineers, move ahead as advance guard to run into the trouble shown below and in airview on opposite page.



A road-block of tree trunks stops tanks' advance. Enemy snipers pick off one motorcycle scout (above) but the other speeds back with the news. At once an artillery section with a 75 mm. howitzer is ordered up to shell the block (below). Engineers

follow to remove the blasted trunks. Meantime one tank platoon plunges off into the woods to circle the road-block, drive off enemy force defending it. Under an inexperienced commander, two tanks proceed to get bogged down and lost in a ravine.



ONLY THROUGH FIELD TRAINING CAN MECHANIZED WARRIORS BE PERFECTED

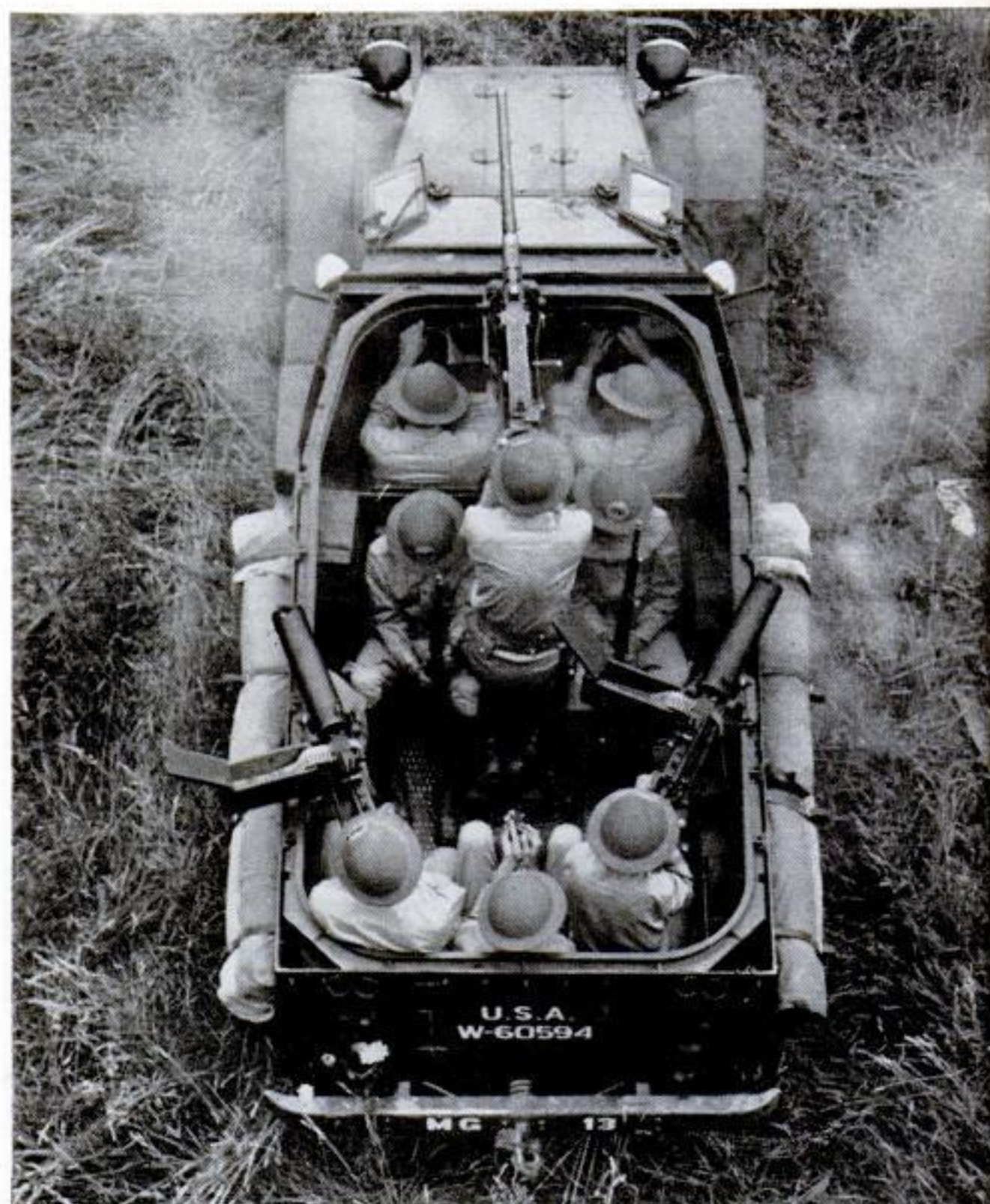
Probably the commonest misconception about 1940 warfare is the idea that mechanization has reduced the need for individual initiative and quick thinking, that machines of war require only assembly-line robots to run them. On the contrary, mechanization has so complicated and speeded up the pace of war that initiative and judgment even on the part of the lowly private are now needed as never before. Acquisition of these skills, the final stage in the training of a soldier, can be accomplished only one way: by long practice in facing and solving problems in the field. This is how the Germans achieved their superb co-ordination of guns, tanks and planes. And this practice is what the U. S. Army has lacked most sorely, chiefly because: 1) it has lacked funds; 2) for political reasons it has been scattered all over the country in some 250 Army posts, unable to assemble often for full-scale maneuvers.

On these pages you see in airview at right and in detail at left part of the 7th Cavalry Brigade at Fort Knox in the field one day last fortnight. The action shown in the pictures is described in the captions at left. What the Army wants in the months ahead is to fill up its and the National Guard's ranks to fighting strength and train, train, train. Opponents of conscription appear to believe that a plan is afoot to slap every able-bodied U. S. male between 21 and 45 into uniform and march him off to camp. Actually, the Army has neither the weapons nor the officers to train any such mass army now. The immediate purposes of present selective-service plans are three:

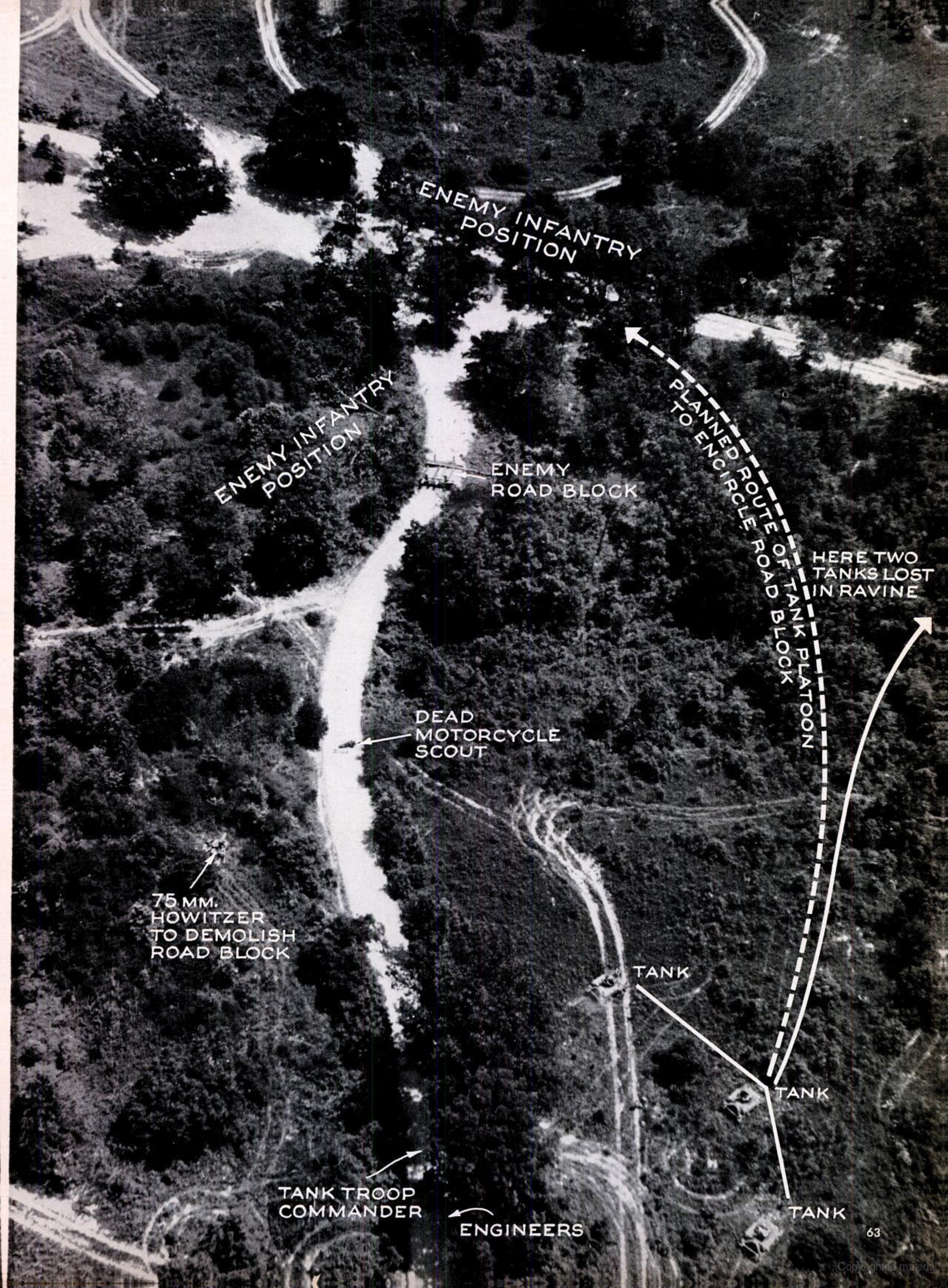
1) To get a registry of the skills of all men of military age in the country in order to determine which ones can be drawn for military service with least damage to the nation's economy. To a "nation in arms," Joe Doakes, book-keeper, may be more valuable in his present job than in the trenches.

2) To fill up the ranks of the Army and National Guard with some 400,000 conscripts.

3) Possibly to select eligible youths for CCC-like camps where they will get the groundwork of physical hardening, discipline, teamwork, hygiene and life in the open that they will need to be trained quickly as soldiers when the need arises.



Light armored cars, plus infantry, artillery and engineers, supplement tanks in mechanized division. Above: an armored machine-gun squad in armored car carrying two .30-cal. and one .50-cal. guns to guard tank flanks during attack.



ENEMY INFANTRY
POSITION

ENEMY INFANTRY
POSITION

ENEMY
ROAD BLOCK

DEAD
MOTORCYCLE
SCOUT

75 MM.
HOWITZER
TO DEMOLISH
ROAD BLOCK

TANK TROOP
COMMANDER

ENGINEERS

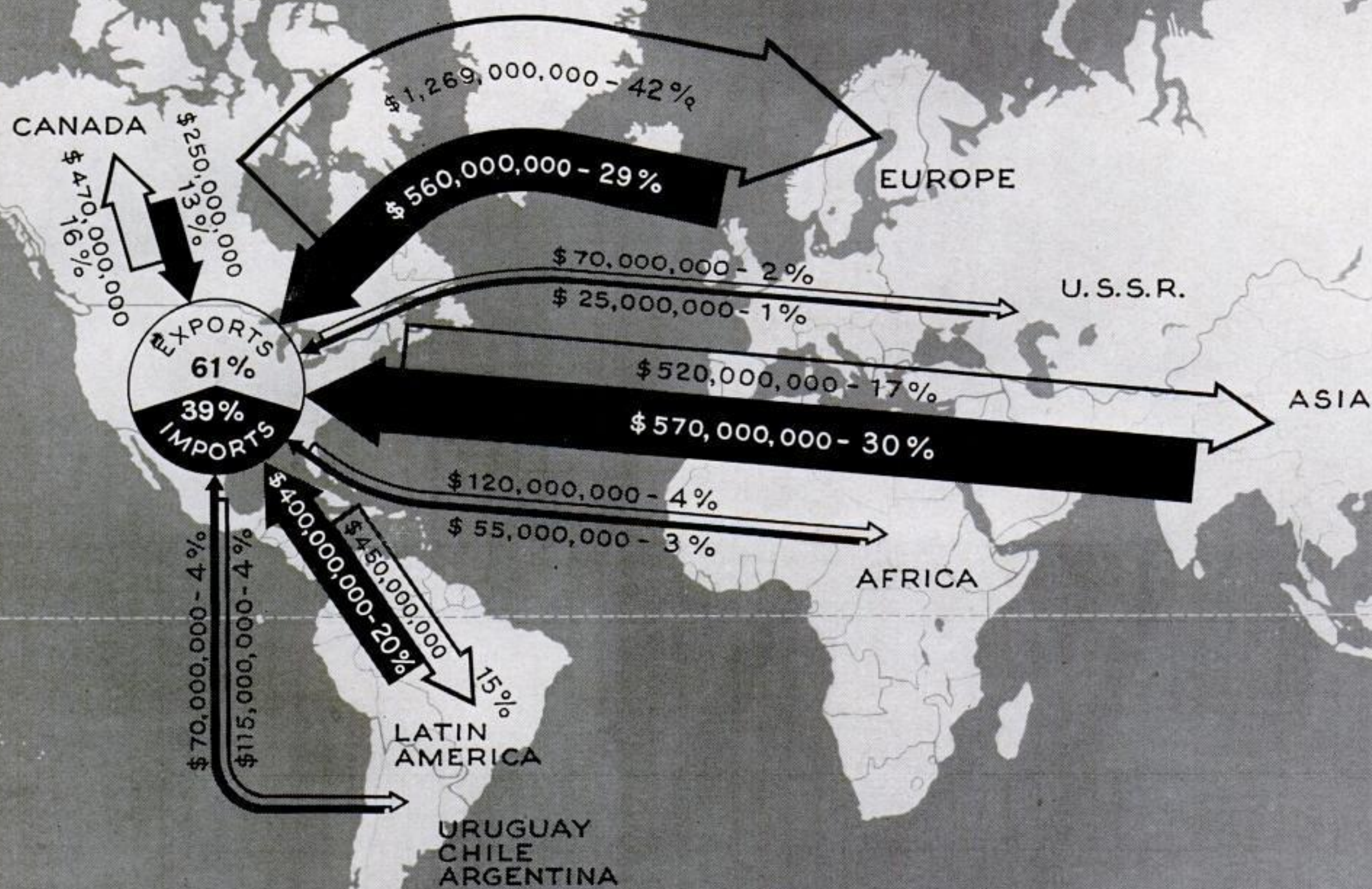
TANK

TANK

TANK

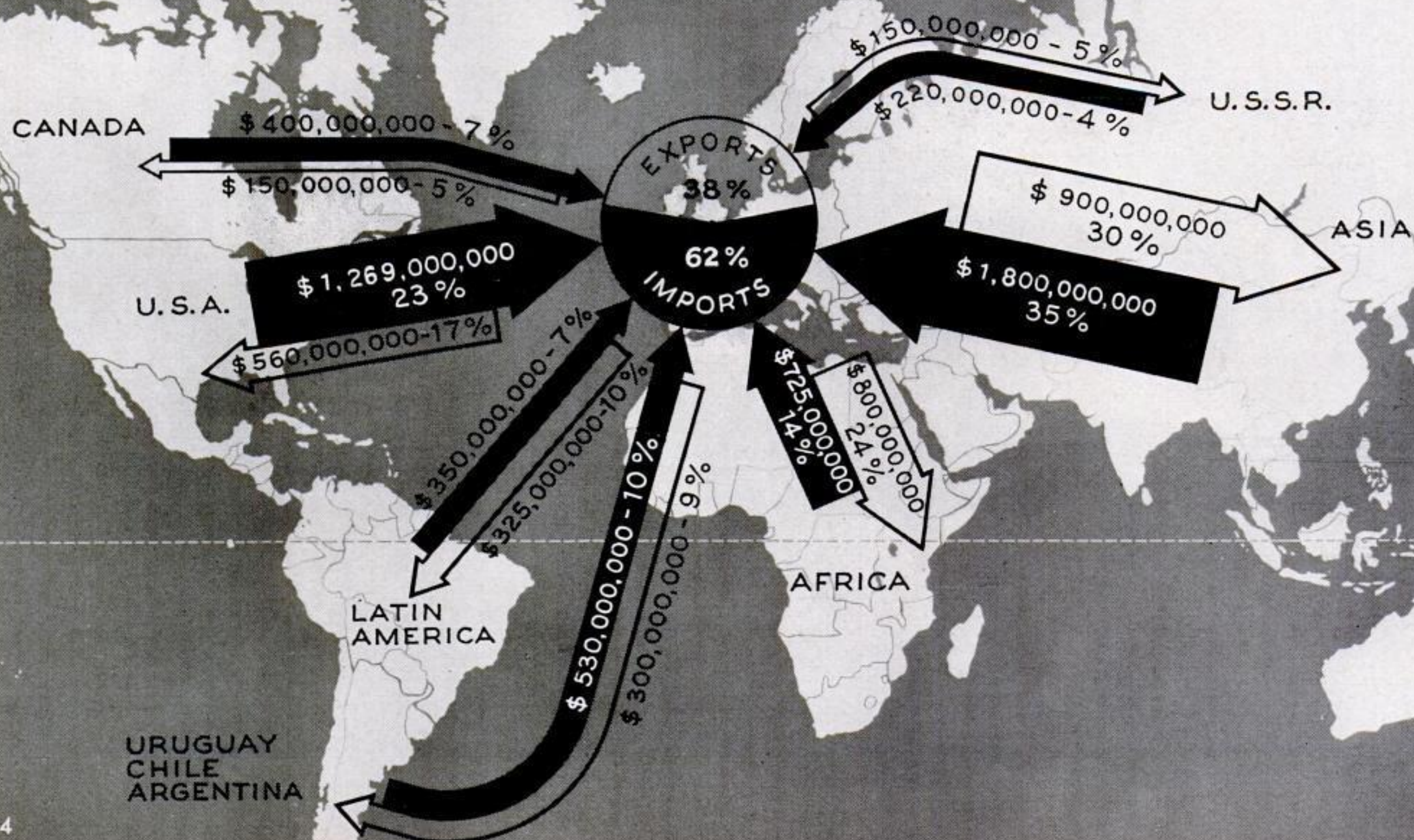
PLANNED ROUTE
TO ENCIRCLE
ROAD BLOCK

HERE TWO
TANKS LOST
IN RAVINE



The U. S. (above) did 20% of total interregional trade in 1938. Europe was its No. 1 market, Asia its No. 1 source of supplies. Chief exports: machinery, oil, automobiles, cotton, iron & steel products. Chief imports: coffee, sugar, rubber, paper, raw silk.

Europe (below), excluding Russia, did 35% of interregional trade. Asia, also excluding Russia, was No. 1 market and source of supplies. Chief exports: textiles, machinery, iron & steel, chemicals. Imports: textile fibers, metals, machinery, oil, cereals.



THE ECONOMIC CONSEQUENCES OF A GERMAN VICTORY

by WALTER LIPPMANN

When the other war ended some twenty years ago there were many politicians who went before the people and told them that if only they would stop bothering themselves further about the war and the peace, there would be a return to "normalcy." On this promise—that by taking no further risks and no further responsibilities they could go back to work and do business as usual—the people elected Senator Warren Gamaliel Harding of Ohio.

President Harding's promise was an attractive one. Few of us can resist a promise of something for nothing; all of us would like to eat our cake and have it too. But the Harding promise was never fulfilled. Instead of a return to normalcy the international Communist revolution established a base of operations in Soviet Russia. Instead of a normal reconstruction there were temporary, artificial, and feverish booms in the industrial regions of Europe, Asia, and America; and when, one after the other, these booms collapsed, the whole world was plunged into the most severe and prolonged depression of modern times. Instead of a normal recovery from the depression, there emerged in Germany the revolutionary imperialism of the National Socialist movement; in France and in many of the other European democracies there emerged popular socialist movements which demoralized the industrial system of Western Europe and deeply divided the peoples within themselves; in the U. S. there emerged the New Deal. Instead of a normal peace which was based upon a balance of power and moderate armaments, there was the period of the Twenties in which politicians who stubbornly refused to construct a good peace lazily neglected to prepare for war. This was

followed by the period of futile appeasement and belated rearmament in the Thirties. In the competition to produce armaments totalitarian Germany outmatched its democratic neighbors and, a year ago, when German superiority in armaments had reached its peak, the campaign for the conquest of Europe was undertaken.

No man in 1920 foresaw in detail the events that were to come. But there were many men, here and abroad, who did foresee the general shape of things to come. They foresaw the inevitable failure of the Versailles settlement. They foresaw that only by bold and magnanimous measures could the settlement be revised and a workable reconstruction begin. They foresaw that the failure to take these measures would breed revolution throughout the world. They foresaw that out of the revolutionary ferment would be engendered a series of fierce and interminable wars. A big book could be compiled from the speeches and writings of statesmen, scholars and journalists who warned the complacent and the indifferent that a promise like President Harding's—a promise of normalcy through inaction—was a snare and a delusion.

The men who uttered these warnings were ordinary practical observers, not in any sense inspired prophets who had heard voices in the air. They were men who had really taken the trouble to examine the facts, however disagreeable and unusual, and were not befuddled by wishful thinking and a desire to win the next election by using the easily popular slogans. They knew and they said that Mr. Harding and his followers were deceiving themselves and misleading the people by pretending that by doing nothing further about

it a great war could be followed by normalcy.

Today there are among us again politicians who wish to repeat the Harding promise of 1920. These politicians are telling the people that after this much more revolutionary war there will again be a return to normalcy if only the fighting would subside. They are, I submit, more profoundly mistaken than was Warren Harding. They have less excuse for being mistaken. For in 1920 the victors in the war were the western democracies. The victors, then, believed in a social order like our own, a social order based upon individual rights and private property and free enterprise. Had the statesmen of Britain, France, and America been equal to their opportunity, had the voters in the democracies been equal to the occasion, the social order could have been restored by reforming it. But today, in 1940, with the totalitarian powers in command of Europe and Asia from Spain to the territorial waters of Alaska, from Norway to our outposts in the Pacific, it is willful ignorance to pretend that, even though this totalitarian victory is made definitive, there can still be a return to normalcy.

The reader will below find a map of the world which shows 1) the industrial regions of the globe; 2) the regions that supply the raw materials of industry; and 3) the regions that are as yet too little developed to play any part in the economic affairs of the world. He will note that on the whole surface of the globe there are but four great industrial regions, that is to say, regions which can produce on a large scale the machinery and the tools, the railroads, the automobiles, ships and planes which are necessary to the formation of big industry and to the making of

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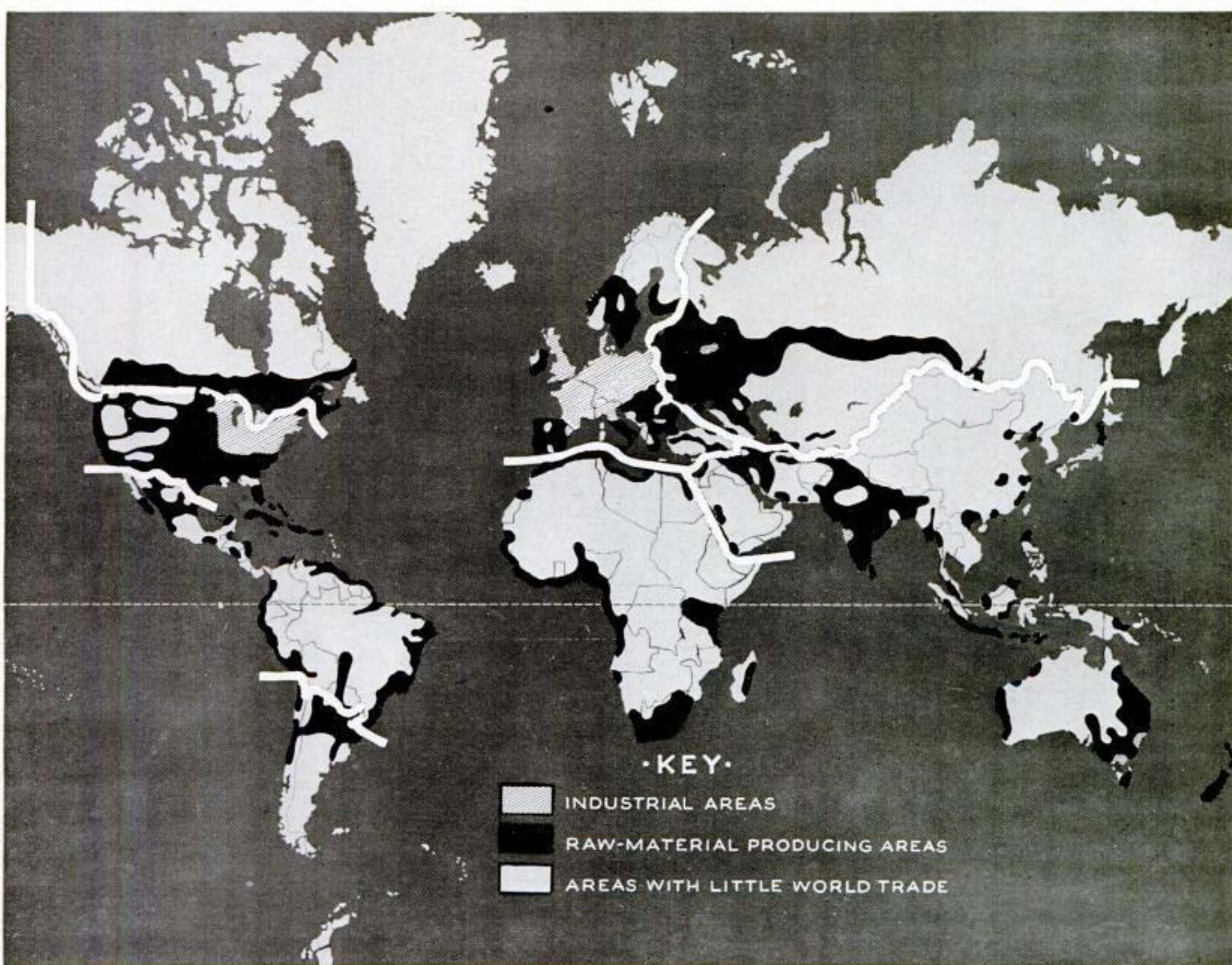
MAPS FOR A NEW WORLD

The maps that LIFE presents on these and the following pages are a new kind of map, designed to show the trade problems of a new kind of world. In that new world, now being created by totalitarian conquest, trade will be not between individual nations but between great regions each dominated by a single great military power. The base map at right shows the world's 1) industrial areas; 2) raw-material producing areas; 3) areas with little world trade. The maps on the opposite and following pages divide the world into eight geographic regions and show how these regions traded with each other in 1938, last full pre-war year. The eight regions: 1) U. S.; 2) Europe, excluding Russia but including Turkey; 3) Latin America, excluding Argentina, Chile and Uruguay; 4) Argentina, Chile and Uruguay; 5) Canada; 6) Asia; 7) Russia; 8) Africa. Trade between individual nations within any given region is not included in this survey. Prime facts revealed:

1) Europe as a whole was far & away the leader in interregional trade, doing 75% more business than the U. S.

2) In the Western Hemisphere, the U. S. held a substantial lead over Europe in trade with the more or less tropical region of Latin America. But it trailed far behind Europe in trade with the temperate region, whose products are much like its own, which includes Argentina, Chile and Uruguay. And while the U. S. was the leading supplier of Canada's imports, Europe was Canada's chief market.

3) Asia supplied 30% of U. S. imports, against 29% supplied by Europe. But Europe was by far the U. S.'s best customer, taking 42% of its exports as against 35% taken by all the Western Hemisphere and 17% taken by Asia. Europe, on the other hand, was far less dependent on the U. S. It bought less than one-fourth of its imports from the U. S., as against more than one-third supplied by Asia. And it sold 30% of its exports to Asia, 24% to Africa, and only 17% to the U. S.



OF THE WORLD'S FOUR GREAT WORKSHOPS, ALL BUT THE U. S. WILL BE TOTALITARIAN IF HITLER WINS IN EUROPE



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AND YOURSELF...

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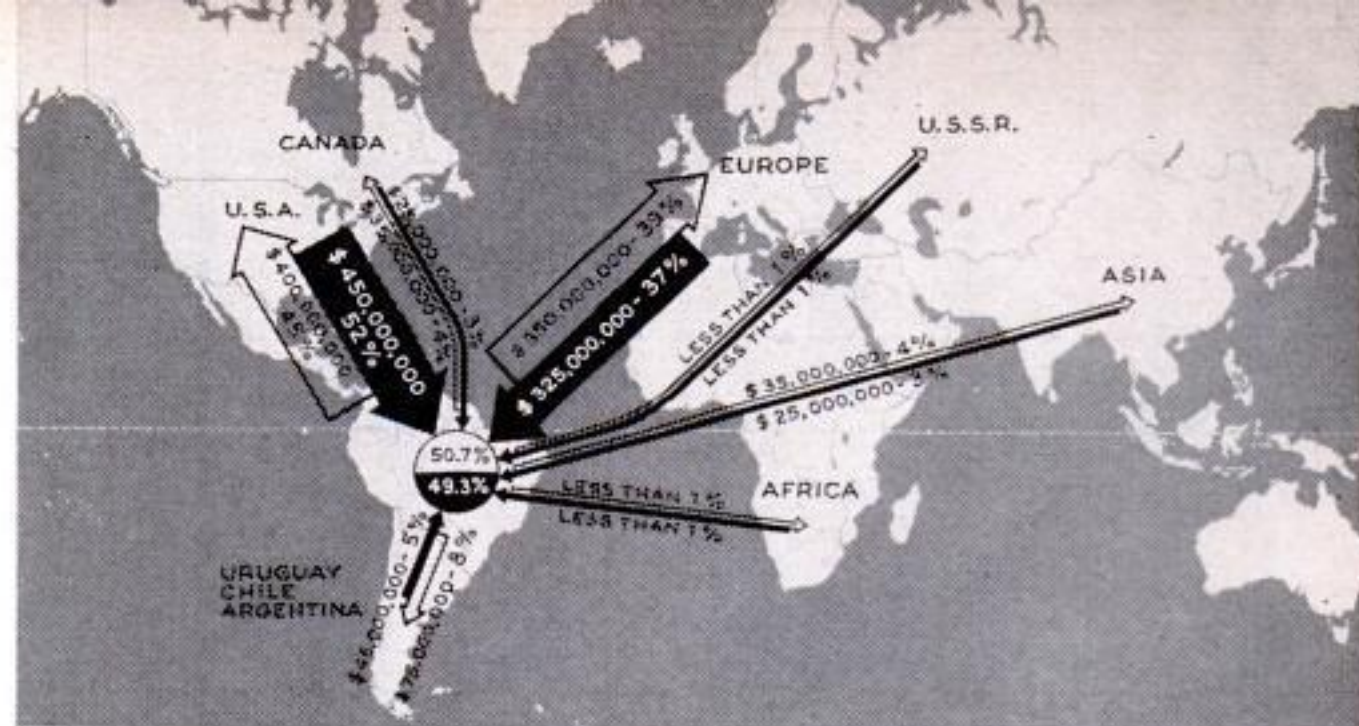


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Latin America, excluding Argentina, Chile and Uruguay, did 7% of total interregional trade in 1938, most of it with the U. S. Chief exports: coffee, sugar, oil, cotton and metals. Chief imports: textiles, iron & steel products, chemicals, vehicles and cereals.

CONSEQUENCES OF GERMAN VICTORY (continued)

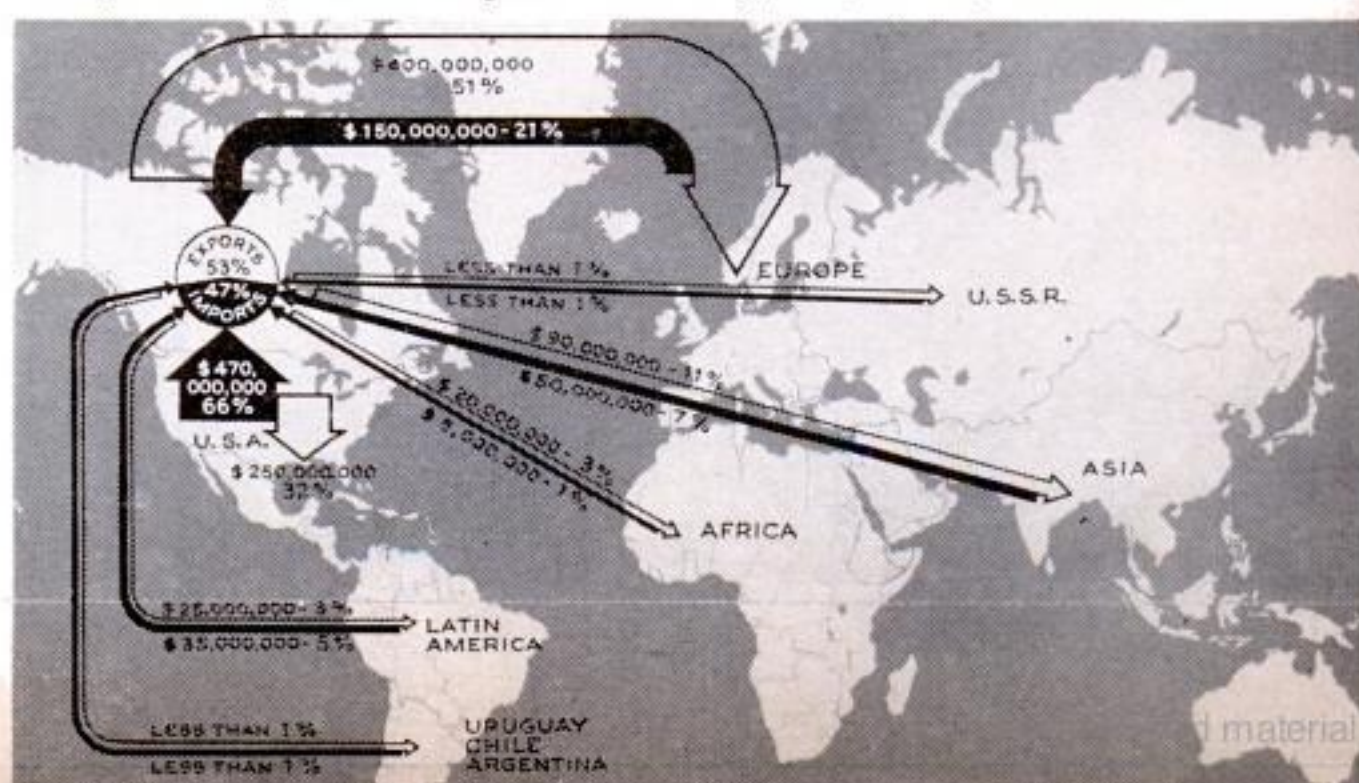
great armaments. These four regions are 1) the U. S., 2) Western Europe from the Vistula River to northern Ireland, 3) Russia, and 4) Japan. Elsewhere there are, of course, factories—in South America, in China, in India—but these factories make consumers' goods: they do not make machines and tools and locomotives and ships and tanks and big guns and airplanes. The four regions—the American, the European, the Russian and the Japanese—are the primary, the basic and the controlling workshops of the world.

Barring only the British Isles, which are still resisting, three out of the four workshop regions of the globe today are ruled by totalitarian states. This means to say that if Great Britain is conquered, the European, the Russian and the Asiatic industrial systems will all be operated by military governments as severely regimented collectivist systems. The American manufacturing area—around such centers as Chicago, Detroit, Cleveland, Pittsburgh, Wilmington, New York, Birmingham and so forth—may soon, therefore, contain the only primary workshops on earth in which private property still persists under constitutional guaranties, in which the managers, the workers, the shareholders are not under the direct command of an all-powerful National Socialist or Communist government. In this American industrial region alone private firms may still be bargaining collectively; workers may still be free to quit their jobs and great industrialists like Henry Ford may still be free to refuse to make the airplane motors that government policy calls for; banks, insurance companies and private capitalists may still be free to invest or not to invest in this or that enterprise.

Industry in a totalitarian state

In the other industrial regions none of these liberties remain, and if the British Commonwealth is conquered and subjugated and revolutionized, none of these liberties which are normal in the American way of conducting industry will be re-established. Even though nominally and in appearance some of the outward forms of capitalism may still survive, in fact totalitarian industry is regimented and directed by a dictatorial government. There is property. But it has no rights as against the government. There are contracts. But there are no contracts, private or public, that the government may not modify or break. There is no competition among exporters and importers except that which the state cartels and the government which controls foreign exchange will permit. The export prices of goods are controlled by the government. They are fixed in order to further the political purposes of the government. Imports are controlled by the government; imports are not bought by businessmen but by political agents of the government. The wages of labor, the hours of labor, the movements of labor are set by the decrees of the government. The conquered peoples work as prisoners of war. Industry as a whole is directed for the purposes of the state—to produce armaments, to obtain supplies abroad, to establish political

Canada, doing 6% of interregional trade in 1938, bought most of its supplies from the U. S. and sold most of its products to Europe. Chief exports: metals, paper, cereals, wood, machinery. Chief imports: machinery, fuel, metals, textiles and chemicals.





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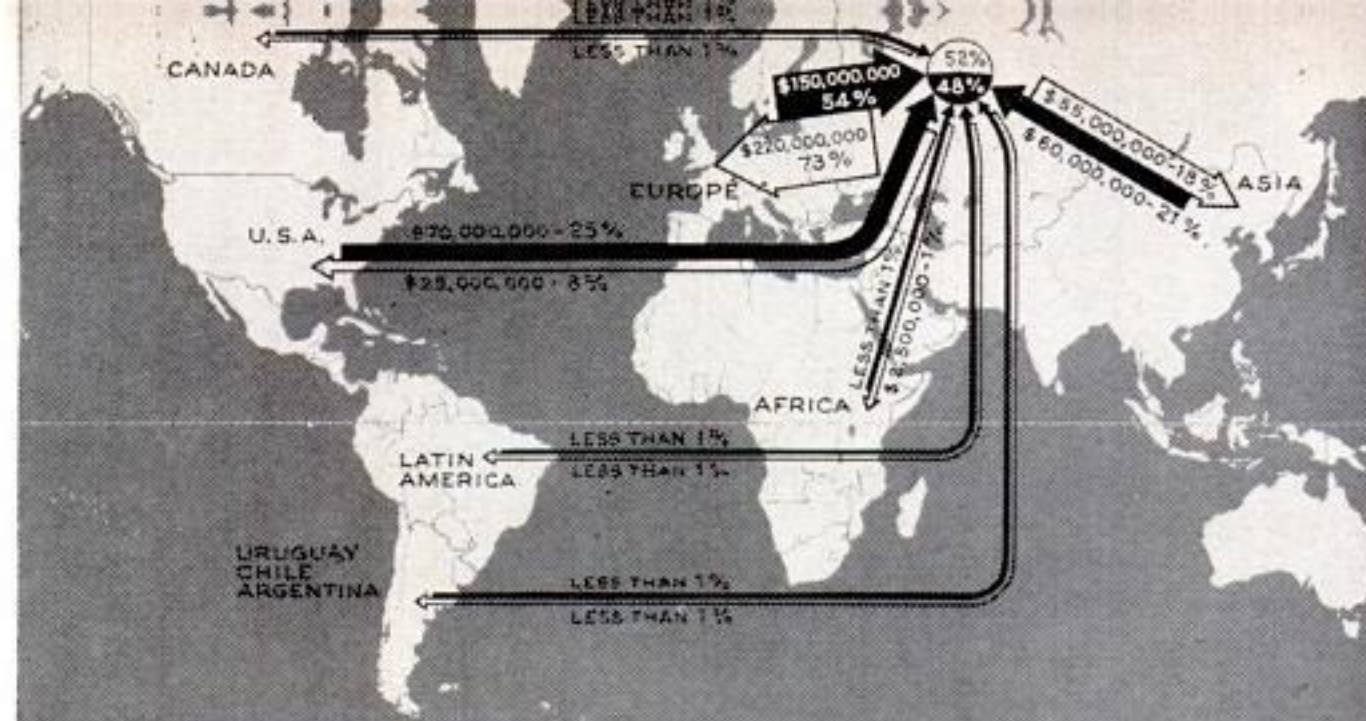
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Russia did only 2% of interregional trade in 1938. It bought about twice as much from Europe as from U. S., sold nine times as much. Chief exports: wood, wheat, oil, furs, textiles. Chief imports: machinery, metals, iron & steel products, rubber.

CONSEQUENCES OF GERMAN VICTORY (continued)

the U. S. Government under the New Deal; how can they hope to compete with the totalitarian government of Europe on one side of them and the totalitarian government of Asia on the other side? Can anything less than a government monopoly deal on equal terms with a government monopoly?

If the rest of the world's industry accepts or sinks under totalitarian rule, no doubt we shall have somehow to do some business with the rest of the world. But for any public man to tell the people that they can do *normal* business by normal methods in such an absolutely abnormal condition of affairs is to mislead the people cruelly, to blind them to the need for the extraordinary measures of protection that they will have to have, to render them defenseless and then to take them down the road to ruin.

Trading with totalitarian continents

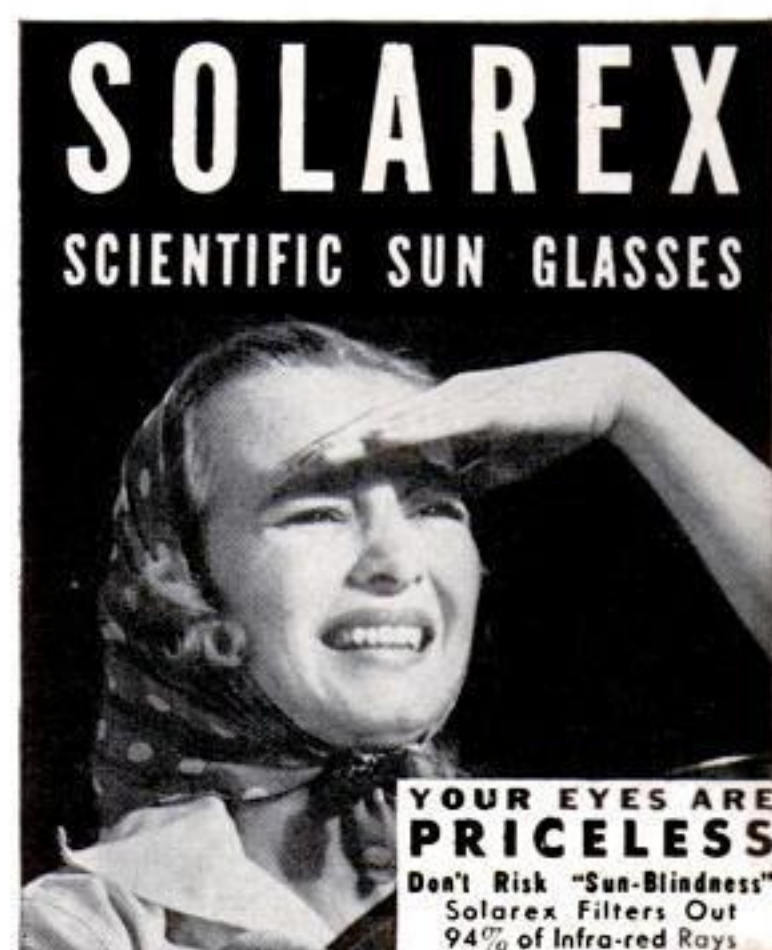
The plain fact of the matter is that if Britain falls, then Europe, Asia and Africa will be ruled from Berlin, Moscow and Tokyo. The American manufacturers will then be allowed to supply the totalitarian hemisphere with those products in which the totalitarian empires are temporarily deficient—as a matter of fact, to supply them with those products which will be immediately necessary in order to make totalitarian industry entirely independent of American industry. American farmers and miners will be allowed to supply the totalitarian empires with the food and raw materials temporarily needed to tide them over until they can make themselves independent of American supplies. And these temporary supplies will be paid for either in goods manufactured by the enslaved labor of Europe or in gold obtained by conquest (gold that we shall then have to bury in Kentucky) or on credit asked of us in the name of humanity and of reconstruction, credit that will never be and can never be repaid.

At the same time the totalitarian industrial monopolies will take possession of the export markets of the world. Their industry will produce with enslaved and sweated labor; it will have no overhead costs because the private shareholders will have been expropriated; it will obtain its raw materials at a price dictated by the conquerors; it will be subsidized where necessary and it will compete by the methods that are illegal under the Sherman Act. Except in the countries around the Caribbean Sea, and perhaps on the west coast of South America, how is American industry to hold its place in any foreign market?

The rest of South America does 10% of its business with the U. S., 10% with Latin America, and about 75% of its business with the Europe that will, if Britain falls, be ruled from Berlin*. This South American region, which produces farm products like those produced in the U. S., will have to sell to Europe. In order to be paid it will have to buy manufactures from Europe. We shall be left with Canada and the small republics around the Caribbean as the only region in which we can still do business on equal terms and under something like normal conditions. And even this much will remain to us only if we have sufficient military power to defend this region against invasion from abroad and against internal revolution fomented abroad.

Finally, our domestic economy in the U. S. will face unprecedented difficulties. The disposal of the surpluses of agriculture, mining, and industry will have to be done in competition with the products of the enslaved, subjugated or vassal regions of Europe,

*In this reckoning Mr. Lippmann has lumped Paraguay and Bolivia with the three countries, Argentina, Chile and Uruguay, examined in the map of South America "below the bulge" at top of page 67. This variation makes slight statistical variations.—ED.



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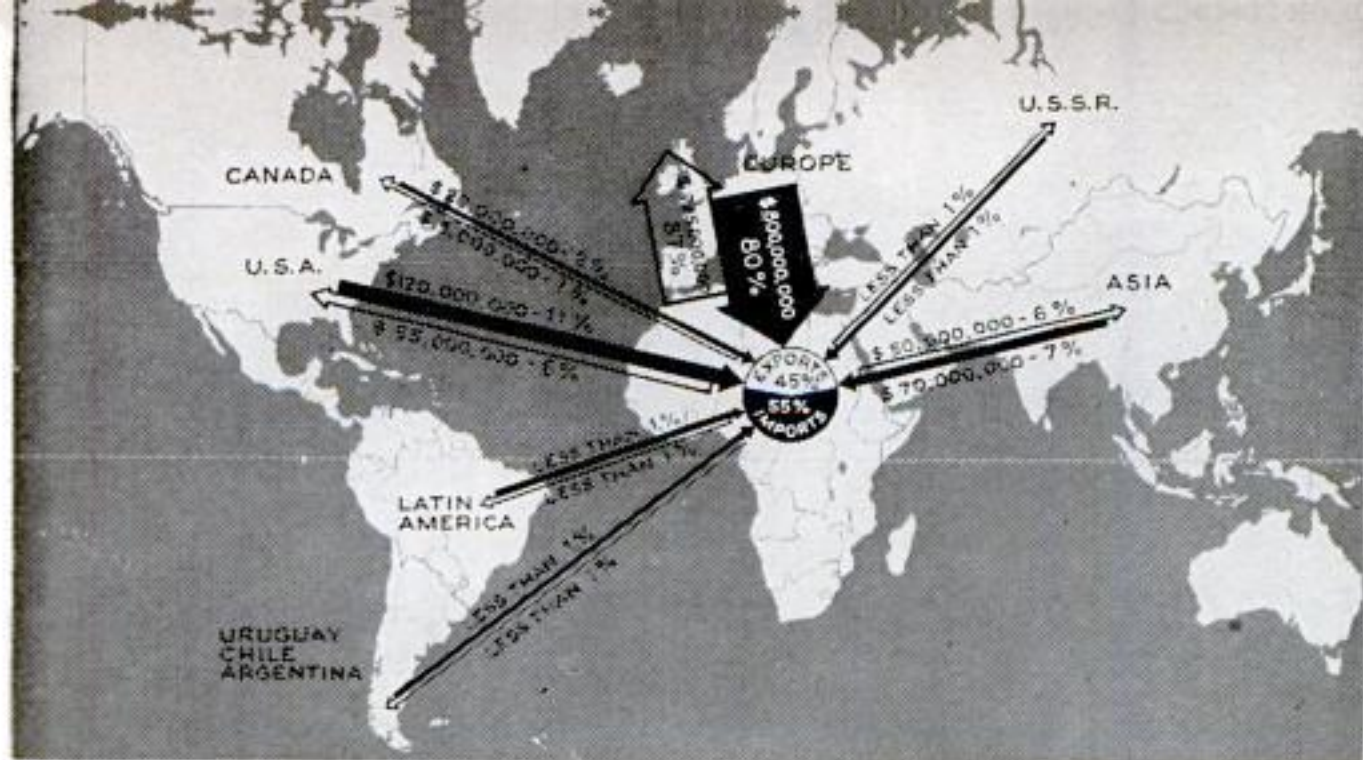
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Africa did 7% of the interregional trade in 1938. It bought nearly seven times as much from Europe as from U.S., sold 13 times as much. Exports: gold, copper, chrome, palm oil, wool, fibers, cocoa. Imports: iron & steel products, vehicles, clothing, textiles.

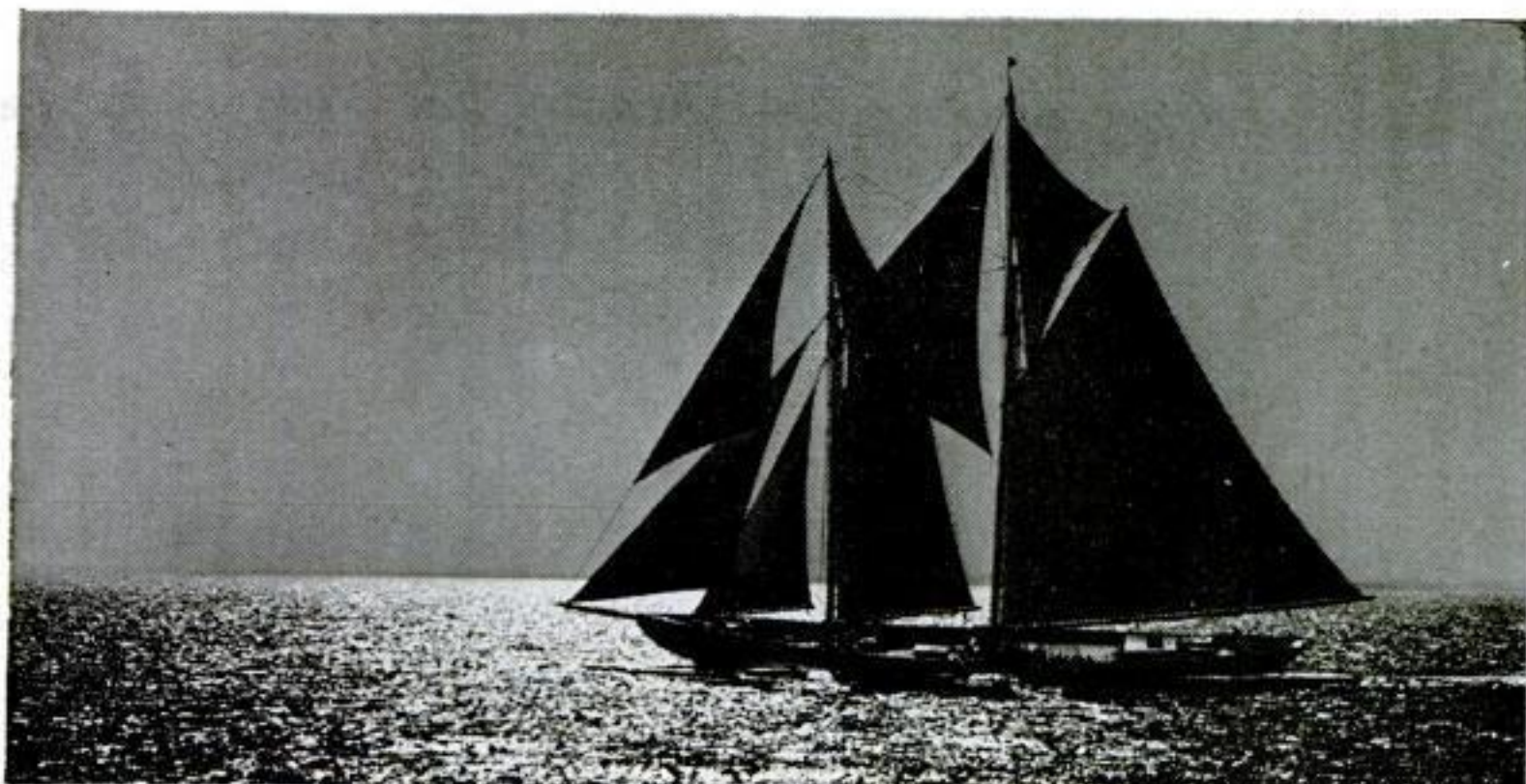
Asia, Africa and South America. The important raw materials in which we are deficient will have to be obtained from the totalitarian monopolists. Inevitably we shall have to transform into armament industries many industries that now produce for export. Inevitably we shall have to take hold of our food and raw-material surpluses and use them as instruments of economic warfare. To do this we shall inevitably have to bring all foreign trade under Government control. Inevitably we shall therefore have to bring domestic industry under a control that fixes quotas, allocates raw materials and regulates prices. Inevitably we shall have to reduce the American standard of life.

For these measures, which are inexorably necessary if the nation is to maintain its independence, are the indubitable price we shall have to pay for deciding to let ourselves become isolated in a totalitarian world. Americans attempting to do business under a free, competitive, unorganized and unmanaged industrial system would be like naked soldiers trying to stop a charge of tanks.

The alternative that some politicians offer us—namely that we can pretend that nothing has happened and that normalcy will be with us again if the fighting ceases—this alternative would be even more costly and uncomfortable than the very costly and uncomfortable business of organizing America to maintain itself. If we take no measures of economic defense and let everything drift, this country will suffer the unemployment and the economic losses caused by the collapse of its foreign markets and the dislocation of its own industry, agriculture, mining, shipping and finance. In this condition of acute economic distress, the country will be invaded by foreign agents seeking to make deals with helpless, frightened, ignorant and shortsighted private interests. These deals will be at the expense of other private interests. They will set one section of the country against another, one industry against other industries. For those private industries that do manage to sell to the totalitarian agents can be paid only by imports, produced by enslaved labor, which will compete ruinously in the domestic market for other American industries. Or these private interests will be paid in stolen gold that cannot be spent and will have to be buried. And if the oppressed industries that are threatened by this competition object, then the few interests that might have done business with the totalitarian agents will clamor and complain. Thus the nation will be demoralized and divided, and the seeds of a truly revolutionary condition will be planted in the soil.

The fact is that a free economy, such as Americans have known, cannot survive in a world that is elsewhere under a regime of military socialism. If Britain falls, if we stand by passively while Britain falls, then we shall have to choose. Either we shall pull ourselves together and in self-defense we shall organize America, maintaining our essential liberties but sacrificing many liberties to which we are accustomed, or we shall listen to the complacent reassurers and we shall let ourselves drift aimlessly. If we do this, we shall first be wholly isolated. Then we shall be impoverished and demoralized because we are isolated. Finally, the America we have known will be destroyed by a social convulsion from within because we are isolated and impoverished and demoralized.

There may still be complacent politicians who will say that though the world's business and the world's law and the world's social system are revolutionized, here all things can be and will still be normal. There are still people, it is said, who think the earth is flat because it is flat where they happen to be living. But the complacent prophets of another era of normalcy will not be making their foolish prophecies much longer. For events are moving swiftly, and if the people allow themselves to be lulled into a false sense of security, the people will soon learn from events how grievously they have been misled by misguided men.



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Ansel Adams, pictorialist, writer and speaker; William L. Cheney, Editor of *Callier's*; Wilson Hicks, Picture Editor of *Life*; T. J. Maloney, Publisher of *U. S. Camera Annual and Magazine*; Paul Outerbridge, authority on color photography; Valentino Sarra, eminent commercial illustrator; and Edward Steichen, Dean of contemporary photographers.

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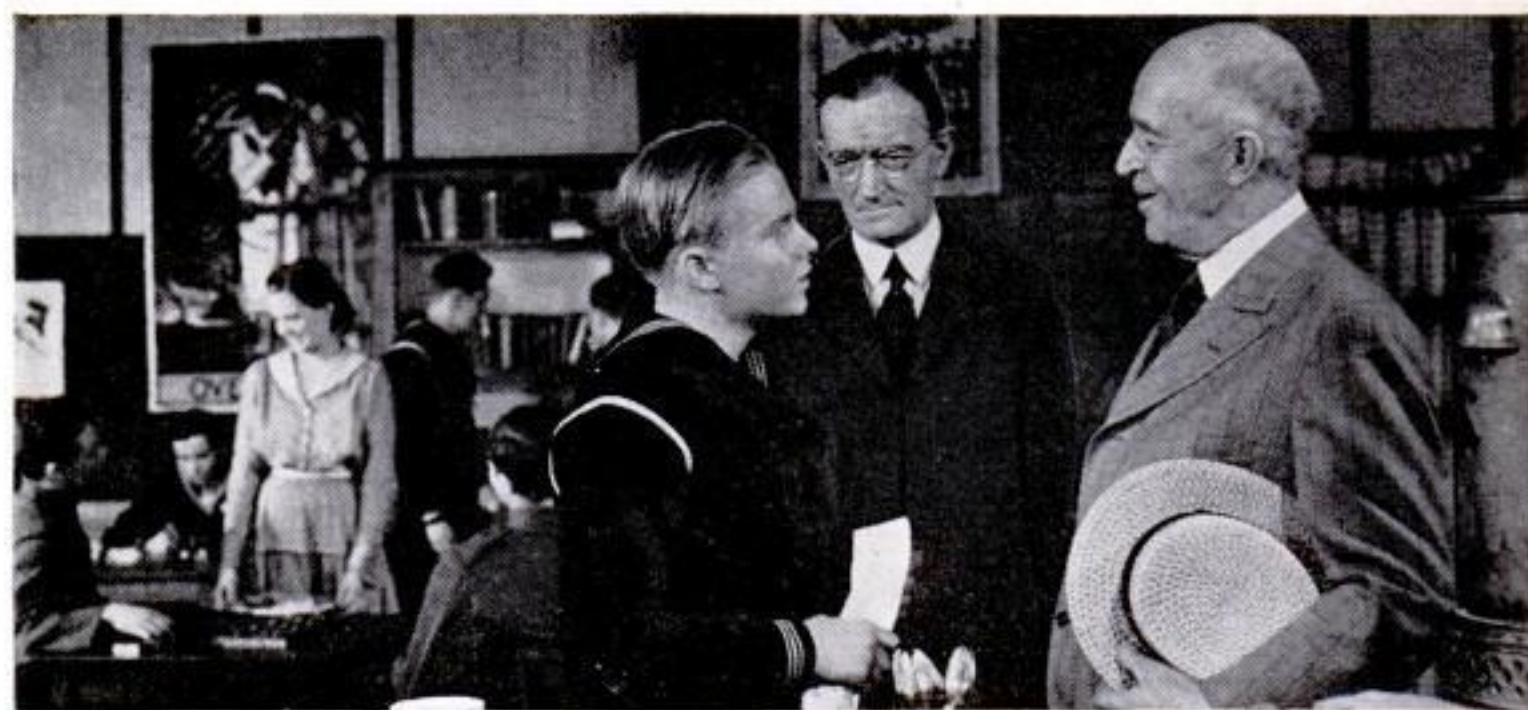
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Do you remember the brave days of 1914 to '18? Then you will want to relive them by seeing "THE RAMPARTS WE WATCH". In it, you will rediscover much that you have forgotten of your country's might and courage and integrity in those days of peril.



If you are too young to remember World War I—you'll want to see "THE RAMPARTS WE WATCH". In it, you'll see great figures of that crisis as they guided our destinies. And you'll see ordinary people, like your neighbors, as they came to grips with those destinies.

A new kind of motion picture

EVERY ONE of us knows that this is a solemn hour for America.

Muddle-headedness, half-truths, lack of knowledge as to what we face today, can be more deadly than any Fifth Column.

This is why the Editors of LIFE and TIME believe that you may well come to feel that "THE RAMPARTS WE

WATCH" is the year's most significant motion picture.

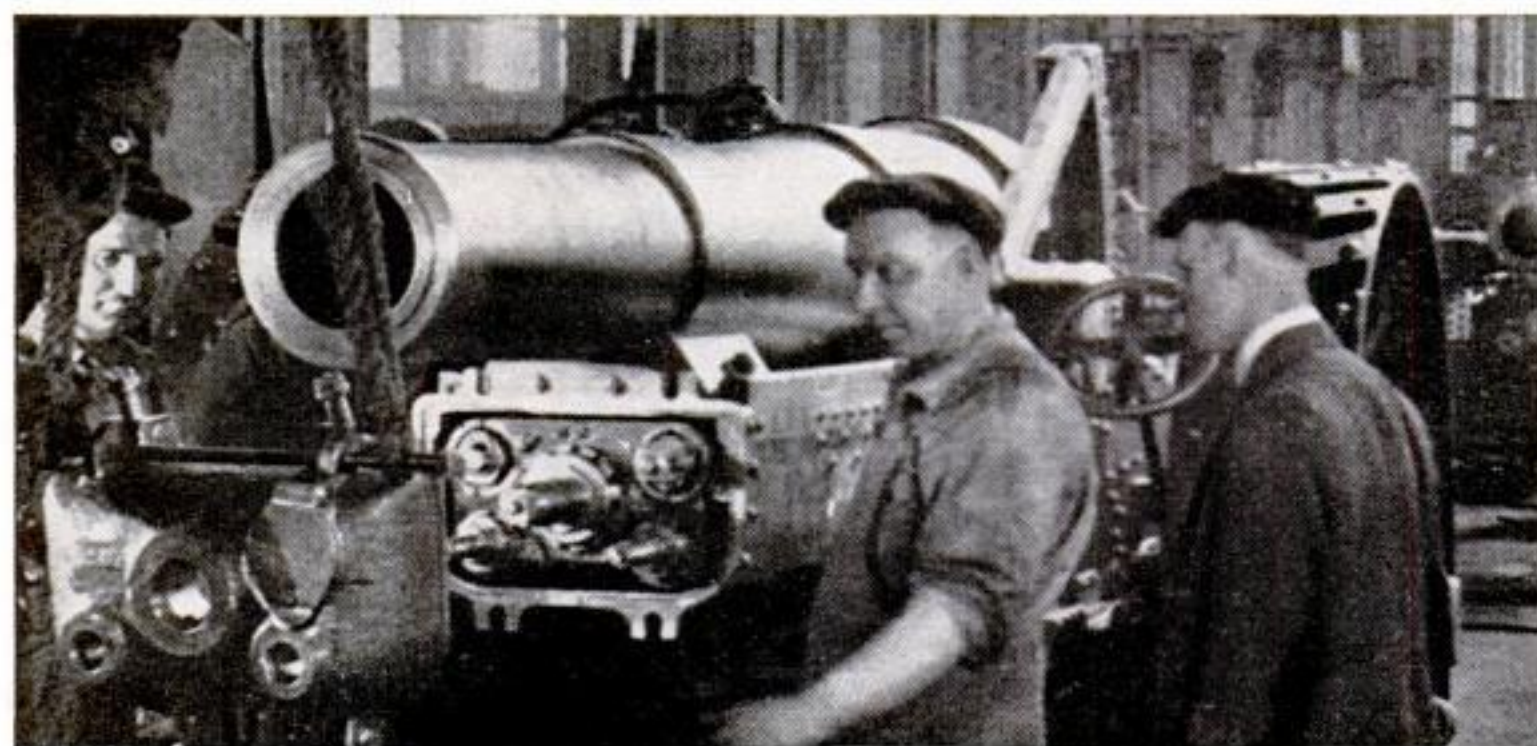
For, "THE RAMPARTS WE WATCH" makes vivid a period which holds a striking parallel to our own—the period of World War I. It sifts fact from fancy—truth from half-truth. No one can see this new form of motion picture and fail to come away better pre-

pared and heartened to face whatever ordeals may lie ahead.

It is a picture such as you have never seen before. Throughout an absorbing record of the fateful years that began in 1914, this picture weaves a gripping story of our time. Of fathers and mothers who were torn between a hatred of war and a love of justice...

"THE Ramparts

A NEW KIND OF FEATURE PICTURE...



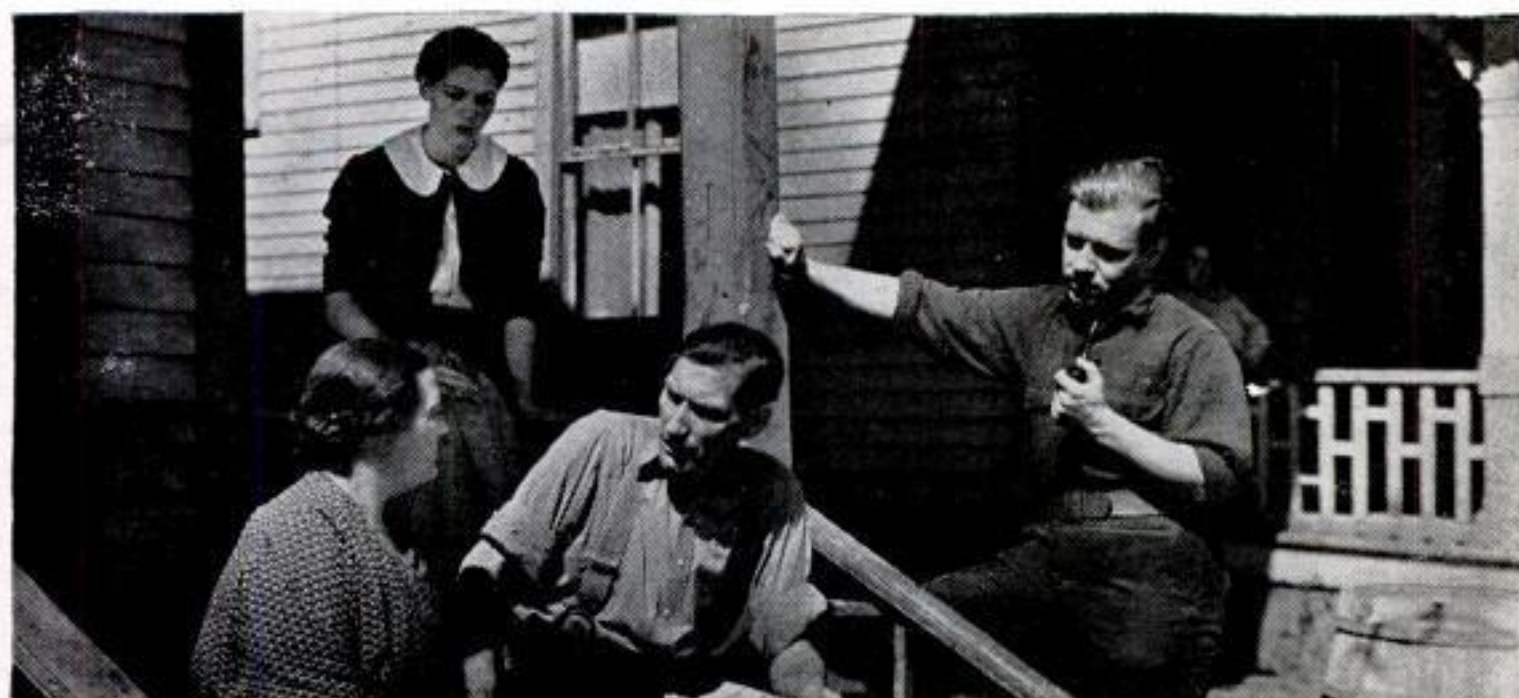
Is America able to rouse herself to quick, concerted, effective action? See "THE RAMPARTS WE WATCH"—and see the greatest nation on earth plunge into the most stupendous military, economic, industrial, and spiritual effort in history.



Do you wonder how Hitler and Mussolini got that way? See "THE RAMPARTS WE WATCH"—and learn how a war-harrowed Europe wearily succumbed to the insidious poisons of hate and greed and force.



Excitement? "THE RAMPARTS WE WATCH" shows you half a world in torment and flames—thunderous overture to the inferno threatening to sweep a whole world today!



Drama? In "THE RAMPARTS WE WATCH," you will see touchingly sincere portrayals of war's cruel, smashing impact upon decent, kindly, everyday folks like yourself and those you love.

... for a new kind of world!

of how American youth anticipated the nation in deciding to face the challenge of aggression . . . of conflicting loyalties that wrenched the lives of first-generation Americans . . . of young love, accepting heartbreak as its special burden in a world at war.

And across the screen flash the great figures on the world stage at that time

—Woodrow Wilson, Kaiser Wilhelm, General Pershing, Winston Churchill, young Herbert Hoover, young Franklin Roosevelt . . . and countless others.

To create "THE RAMPARTS WE WATCH," virtually an entire New England town was mobilized. A cast of more than 1400 was employed, including 73 important speaking characters.

The film has been more than 18 months in the making.

"THE RAMPARTS WE WATCH" is a picture every American will want to cherish as a memorable motion-picture experience. See it—even if you have to drive fifty miles to the theater nearest you that secures it immediately following the Washington premiere.



We Watch

PRODUCED BY THE STAFF OF THE MARCH OF TIME

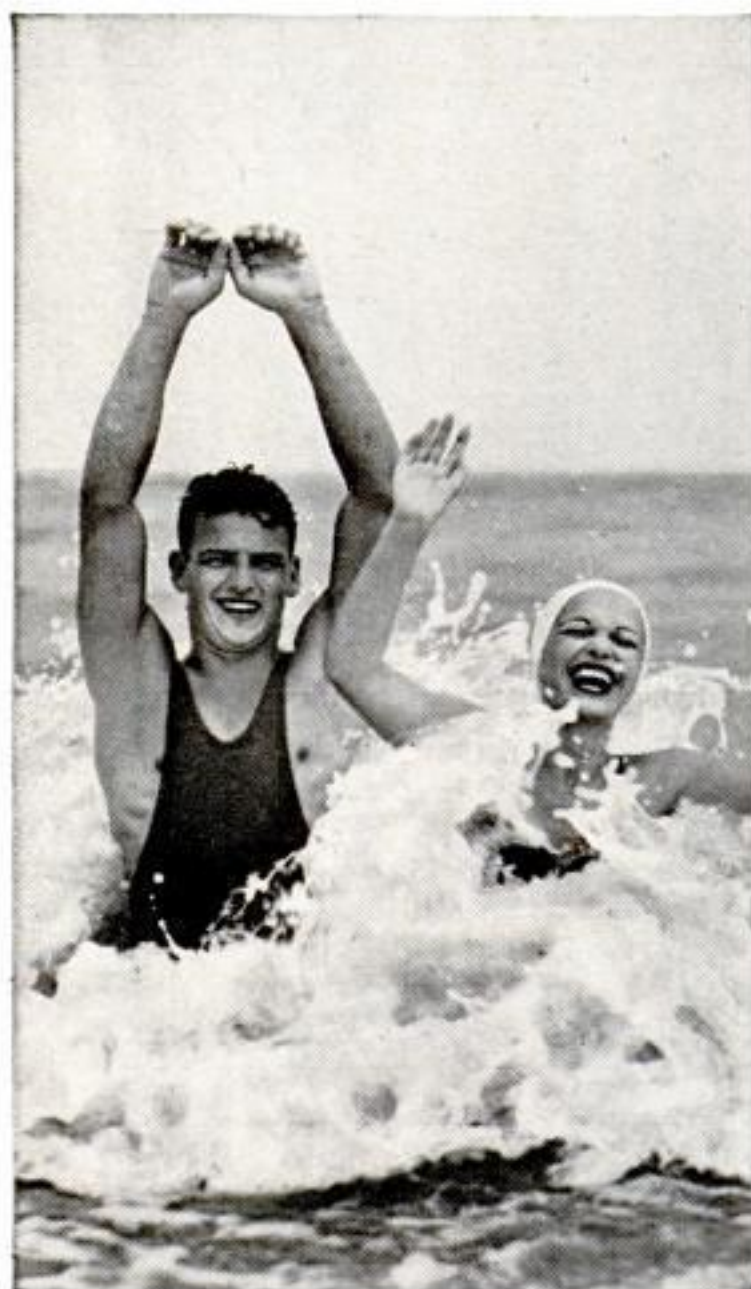


Are you asking, "Where do we go from here?" "THE RAMPARTS WE WATCH" will give you knowledge of the past and an awareness of the present that you urgently need in order to make intelligent and courageous decisions for the future.



Official Washington sees this film first—at a premiere performance on July 23rd. Thereafter, "THE RAMPARTS WE WATCH" is being released to the rest of the country as rapidly as possible.

THEY WON'T WED without benefit of sterling



WEDDING BELLS are due to ring in September for Jim and Sally, and already Jim is getting scared. Sally has such big ideas for starting housekeeping—sterling silver, for instance.

Jim thinks that can wait until he's made first vice-president.

"But why buy a silver service *twice*?" is Sally's sensible answer. "Sterling is a thing to buy at the beginning, and enjoy the rest of your life."

Besides, as Sally points out, you don't have to be knee-deep in orchids to buy the finest sterling made. You can start with four place settings in International's lovely Sterling, at a mere \$16.75 each. Or, you can begin grandly with International's six-service chest for \$100, with payments spread out to suit your income.

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THE GERMAN LANGUAGE or

Why people speak French

by OLIVER JENSEN

The German language is a curious method of human communication whose future at this cataclysmic stage in the descent of man depends on the fall of a hypothetical spun coin. If the coin lands with the Hitler face up, it is not inconceivable that German will become the language of Europe. If the face is that of Winston Churchill, German may take its place in the limbo of dead languages along with Greek and Latin, something to be inflicted on schoolboys.

Germans in their relations with other Germans are a docile people. They cherish great respect for authority, political or grammatical. German grammar dictates that they say: "Die am Tage des Kriegausbruches bettlägerige Mutter erhielt die Nachricht, dass ihr Mann zum Fliegerabwehroberkommando an der West Front als Untergeschützward eingezogen worden ist." This means: "The on the day of the war-outbreak lying-in-bed mother received the news that her husband to the anti-aircraft headquarters on the Western Front as under gun guard called been has."

Tolerant sentimentalists in other lands are apt to excuse Germans, taken as persons, for this extravagant manner of speech on the ground that as children they pick it up around the house. Unfortunately, one does not just pick up little expressions like "Auslandsdeutschtum," "Nazionalsozialistische Deutsche Arbeiterpartei" and "Telefunkengesellschaft" while thumbing through *Peter Rabbit*. Words like "Weltkriegswitwenunterstützungsverein" (Worldwarwidows' aidsociety) are not tossed casually even at a Teutonic tot in a high chair. Science, a cold-blooded German love of science, has gone into this. Belgians, Dutchmen, Scandinavians, Poles and Frenchmen who have found without benefit of dictionary what is meant by "Blitzkrieg" and "Schrecklichkeit" will have to develop a certain scientific zeal if they wish to identify such characters in their new literature as a "Hottentottenpotentatenmuttermörderattentatsverräter," a classic example which turns out to be "betrayer of an attempt to assassinate the murderer of the mother of a King of the Hottentots."

There are of course many other aspects to the German language. To begin with, although it may all sound like laryngitis to the uninitiated, it is spoken differently in various parts of Germany. There is High German, Low German, Swabian, Saxon, Bavarian, Styrian, Frisian, Vorarlbergian, Baden-Badenian—and there is Goethe, which is like Shakespeare but more complicated. With some difficulty German can be made to rhyme, producing poetry or "Dichtung." In one of the rare slip-ups in the system great success at this was achieved, rather cheekily, by a Jew named Heinrich Heine. Goethe, Schiller, Wieland, Hölderer and others found the language quite handy; Thomas Mann and Erich Remarque have gone far with German, although directionally away from Berlin. Today German is proving itself a very useful medium for such literary and journalistic works as *Mein Kampf*, *Der Stürmer*, and the *Völkischer Beobachter*. It is a marvelous language for giving commands that carry conviction, since it is not cluttered up with politeness and there is no bothersome word for "fair" in the sporting sense. But most important of all, it is spoken with utter nonchalance by some 90,000,000 Germans. For Europeans who want to know whether their bread is ersatzed, a quick course in this tongue has a new significance.

At first glance, German is deceptively simple. Yes is Ja. With a little practice, one can master Nein, or No. "Ach!" merely means "Cripes!" Then there is the matter of similar words, both English and German employing the same terms for "zeppelin" and "pumpnickel." But more involved thoughts can raise hob with tyro Teutons. For example, "I am" is "Ich bin." However, if one uses a dictionary to say "I am feeling well," the result is "Ich bin fühlend gut," which is thoroughly wrong. The



TYPESETTER'S NIGHTMARE IS GERMAN WORD FOR "ARMISTICE CONDITIONS."



ADOLF HITLER PLATZ REPLACES "FREEDOM AVENUE" IN ONCE-CZECH BRNO

correct answer is "Es geht mir gut," (It goes to me good) which is an obviously unsportsmanlike way of solving the riddle. Then there are tenses, moods, cases and genders. Each has a little meaning all its own, as in the case of "Der Blitzkrieg" (lightning war) which is masculine, while "Die Arbeit" (work) is feminine, and "Das Krankenhaus" (hospital) is just neuter, like "Das Mädchen" (maiden). It is best to stick to virtual monosyllables like "Donnerwetter!" (Goodness me!) and "Heraus!" (Scram!).

The secret of German is knowing how to pile up ideas until you get a word. For instance, an easy example is the telephone or "Fernsprecher." "Fern" means far, and "sprecher" is speaker. Hospital is simply "sick house," submarine "under-sea-boat." Then there is a woman's compact. First there is beauty to be considered: "Schönheit." It is kept in a container: "Koffer," meaning "trunk." Obviously a trunk is too bulky to carry around and must be reduced. Therefore Germans add "chen," meaning small and the final result is "Schönheitskofferchen," or "small beauty trunk." Umlauts, or two small dots, are added over vowels merely because Germans are jealous of Danes for running lines through their o's.

Alphabetically, German is simple for anybody familiar with old English. It inclines to heavy black Gothic and expressions like "Yef, I fuppofo," because s and f look pretty much alike. So do u and n, and capital I and capital J are exactly the same in that both look like a fancy capital T. Pronunciation raises fresh, practically insoluble difficulties. The personal pronoun I is "ich," which is not pronounced either "Ik" or "Ish," but coughed. Consider "Schnellzug," which means by the German system of graphic word pictures "quick-pull," and hence "express train." Phonetically, this goes "Shhhhh-nell-tzuug-kk," but it must be said quickly, almost all at once. In the final test, *Völkischer Beobachter*, Adolf Hitler's newspaper whose name means "National Observer," the desired effect is "Fu(r)l-kish-er Beh-ob-ach(cough)-ter." That costs 30 Reichspfennigs, pronouncing the p.

Back talk is simple for Germans because their language works backward. Nostalgic for his youth, the German says: "Als ich fünf Jahre alt war, hatte ich ein schönes Schnellfeuergeschütz," or "When I five years old was, had I a lovely machine gun." Rotkäppchen, the German Red Riding-hood, inquiring into the reason for Grandma's distended eyes, gets this snappy retort: "Dass ich dich besser sehen kann," or "That I you better see can." In similar pidgin English comes an announcement from "Herr Gottfried Schmitzenpfeffer and Wife Emma" to the effect that "The engagement of our daughter Hilda with Herr Under-Operations-Director of the Municipal Garbage Disposal Plant Franz Schneider from Garmisch honor we ourselves hereby respectfully to announce."

For practical purposes, readers who anticipate a sudden need to know German had best confine themselves at the start to signs. Germans love to put up signs, all of them admonitory. There is never any doubt in Germany concerning what is not done, because all such gaucherie is plainly labelled "Verboten." On-the-grass-going is verboten. Defenestration, or leaning-oneself-out-of-the-window, is verboten. Sometimes this is rendered "strengstens und polizeilich verboten," but it merely means "strongestly and policely forbidden." Other good things to know are ways of saying "Look Out!" "Careful Now," "Watch it," "Caution!" "Take It Easy," "Beware," "Notice!" "High Tension Wires," and the like. In German this is all "Achtung!"

Telegramm-Adresse: Platazeitung Buenos

Bedingungen

man entlicher deutscher Seiten mit dem mind tritt auf

THIS HEADLINE NEARLY FILLED PAGE IN SOUTH AMERICAN GERMAN PAPER

WHERE THERE'S PEP THERE'S *IRON



"It's funny now to think I ever wanted the children to be noisier! But they used to play so quietly . . . had so little pep."

"But then I didn't know that many diets lacked iron . . . one of the important elements needed to help make pep and healthy red blood!"

"I worried so about finding tempting foods high in iron until I found Bosco . . . with its delicious chocolate flavor! When Bosco is added, glasses of milk go like lightning. And to think Bosco is so economical. So easy to mix!"



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Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 180 Madison Avenue, N. Y. C.



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DWIN, the new, modern and entirely different insect killer, acts as a repellant, when sprayed on arms, legs and clothing. Aids in protecting you from mosquitoes, green flies,

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Spray clothing, ankles and wrists lightly when leaving -- carry a can for protection on lake or stream.



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Spray table before and after placing food -- will not harm food or finest fabrics. No Kerosene!



As fragrant as flowers in May

Life Refugees from France

**Its Paris staff joins great
trek as a world and era die**

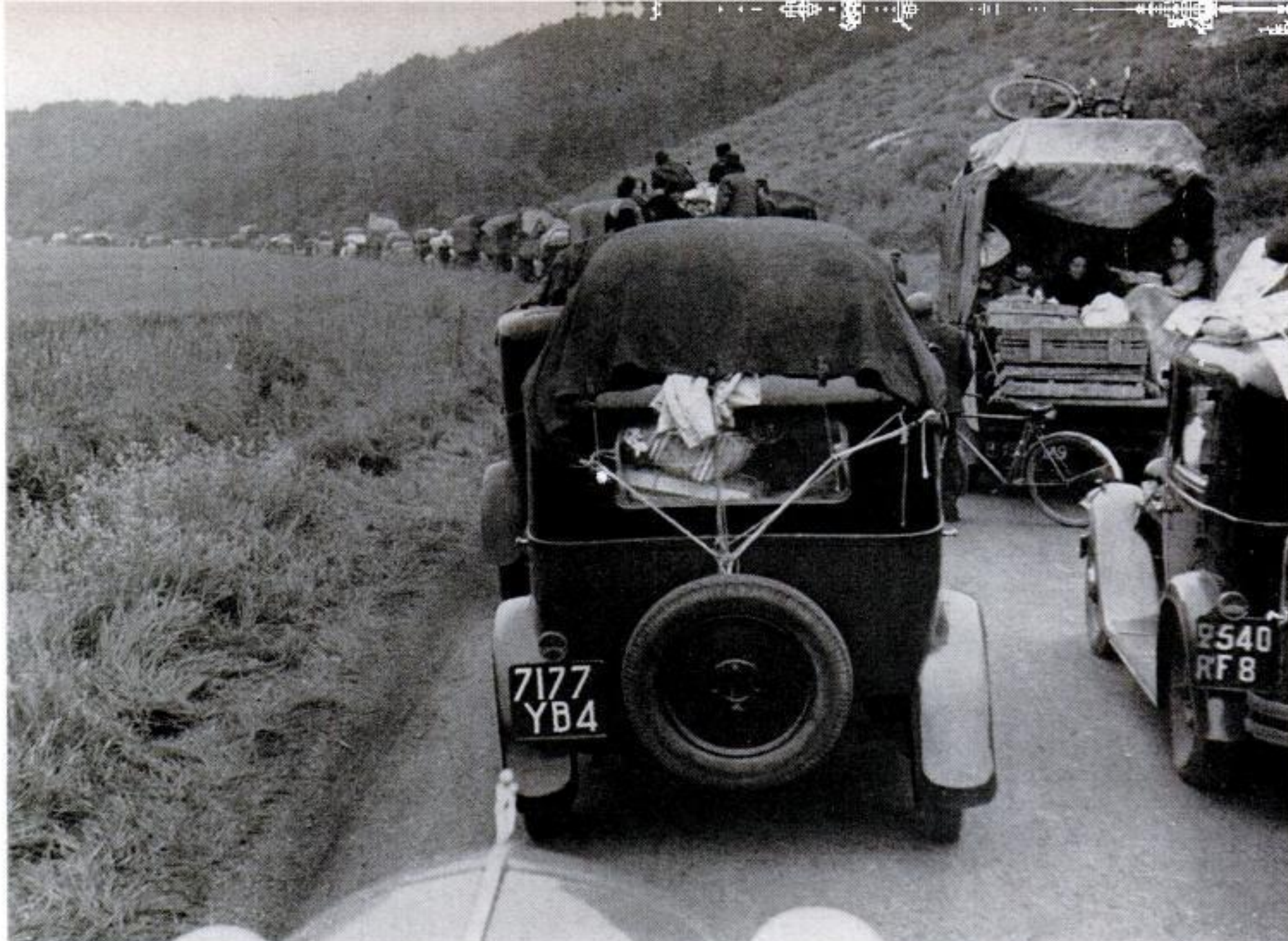
When the armies and the people of France ran, LIFE ran too. Caught in a huge, disorderly tide of terror, LIFE's Paris staff was fortunate to have been able to prepare efficiently for flight. But when they tried to photograph the story around them, the greatest and most tragic in modern times, they were nearly lynched. They decided at length it was safe only to photograph themselves. The story of their flight from Paris to Bordeaux is shown on these pages.

It may look like a picnic but it wasn't. An awful and awesome thing had happened to France. Its great Army had fallen apart before the German armored columns. Hence LIFE's neat little cavalcade never knew when they rounded a turn in the road whether they would come on German tanks, on a French lynching bee or on a bombing. All the wit and energy they had was barely enough to keep themselves alive and moving toward the exit from France.

The group of 25 men, women and children shown here were in two groups, the staff of LIFE and *Time* and that of the *March of Time* movie organization. Captain of the first was Ralph Delahaye Paine Jr., of the second Richard de Rochemont. Their course was sometimes to set out at different times for a rendezvous 50 or so miles ahead. Usually they traveled together, a line of seven cars plus one wreck in tow belonging to a Ministry of Information soldier. Their first jump was from Paris to Tours on June 10. They thought then that the French Army would make a stand. But on June 16 the German Army had reached the Loire and the Government had fled again. The cavalcade roped its luggage on its cars and set out again. They jettisoned \$300 cameras, photographic equipment, clothes, for they had room for only one suitcase per head. They jaunted south by way of Loches, Branne, St.-Junien, turned back once at news of a false armistice, reached Bordeaux June 18, Lisbon June 24 and flew back to the U. S. by Clipper.

First near-disaster was at Roncevaux, near Paris, when Carl Mydans, Andrew Heiskell and their French soldier guard were awakened in a field by five enraged old Frenchmen who took them for German parachutists (see *Mr. Heiskell's letter*, LIFE, July 15). Second "lynching" was at Loches, averted this time by the soldier, the admirable Max Corre.

So completely was LIFE's staff a part of this story, rather than journalists watching another man's story, that when bombs dropped nearby they did not even go to look at the hole. The people they saw were like men betrayed. "They have sold us out like rabbits," yelled a red-bearded soldier. "Only the soldiers have hearts." At the end restaurants refused to serve them because they were "British." At one point they tuned in a radio for war news, got chamber music and a talk on "How to Brighten up Your Garden." They laughed hysterically for five minutes. The group of Americans, Britons and Frenchmen ended the trip with an increased admiration and affection for one another. But they were the only people in France who, at that moment, liked anybody. Demoralized by flight, the Frenchmen they met had abandoned France and all it stood for. They were looking for somebody or something to destroy in revenge for what Germany had done to France. When the LIFE staff said goodbye to their French members, the Frenchwomen said in muffled voices, "You will never come back. We know you will never come back."



The road out of Paris five days before the fall of Paris was clogged. The smart left Paris June 10, the rich June 11,

the bourgeoisie June 12, the proletariat June 13, weeping and cursing, shouting "Capitalist robbers!" at LIFE's cars.



Second hop, out of Tours, begins at 5 a. m. June 16. Government has fled. A minute before, bomb crashed block away.



Canned food, bought in a hurry by Mrs. Chadwick, includes chicken, crabmeat, asparagus, tomato juice, Vichy water.

Morning toilet is made around St.-Junien municipal pump June 17. From left, Mrs. Chadwick, Heiskell, Mrs. Paine,

Soldier Corre, Chadwick, Paine. That day came false news of armistice but party heard heavy bombing in the distance.





LIFE's cavalcade included (from left) newly bought super-charged Auburn, a Ministry of Information Peugeot that

crashed the party, a Ford, a French Ford, Renault, Ford, Renault, carrying a total of 25 people, two dogs, baggage.



Looking like a general, de Rochemont rendezvoused with LIFE's Paine June 15. Correspondent's uniform is British.



Child with chicken pox, Tania Pestchansky, was brought by secretary-mother. The suitcase, later discarded, holds sugar.

Moment of comparative calm at Tours June 15. LIFE trio at left feed *March of Time* cameramen and soldier sardines,

bread and wine in cellar of Tours villa rented by LIFE and occupied for just six days. The flight continued next day.



Ralph Delahaye Paine Jr., chief of LIFE's staff in France, lathers in St.-Junien square in early morning of June 17.



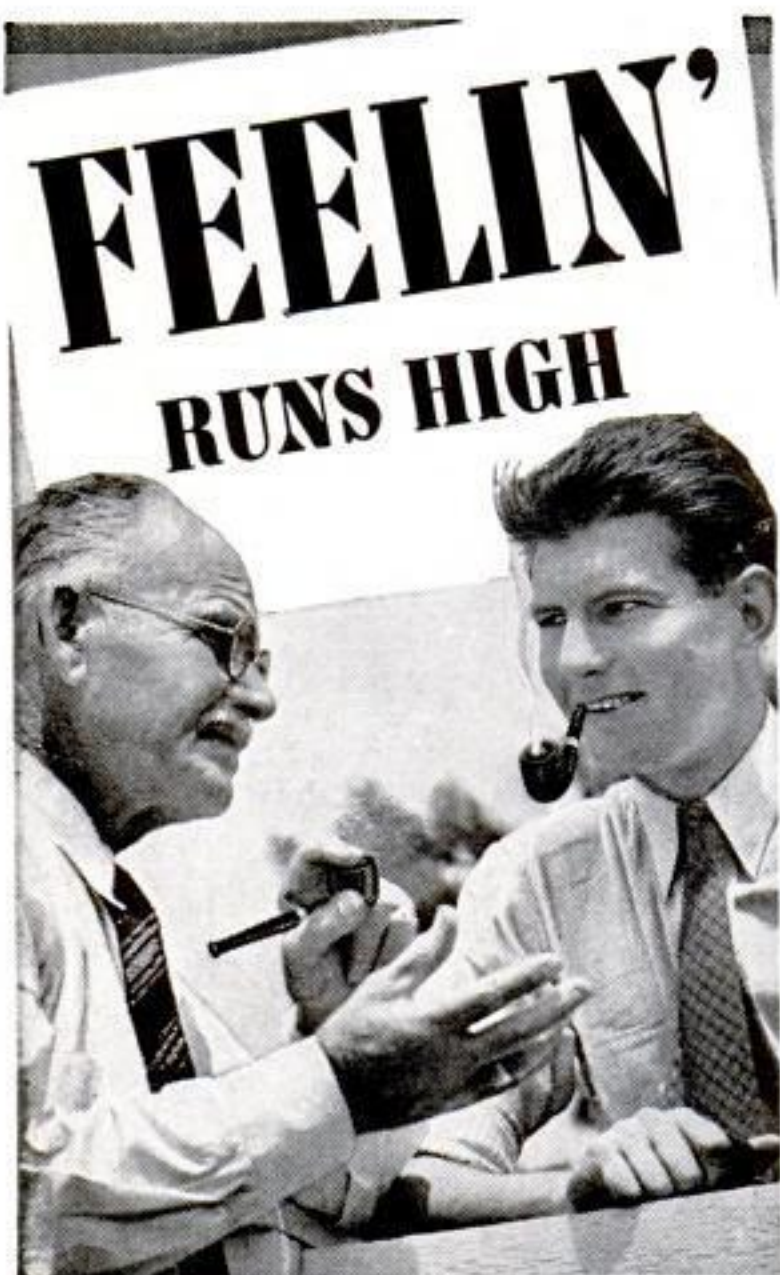
Andrew Heiskell, LIFE's second-in-command, focuses in mirror at St.-Junien. The cold water made shaving difficult.



Carl Mydans, LIFE's crack war photographer, wears war correspondent's British-style uniform tailored in Paris.



Salvation of party was Max Corre, soldier attached to LIFE by Ministry of Information. Revolver is borrowed.



**About this truly different
AROMATIC pipe tobacco**

It's the plain truth... Bond Street is too out-of-the-ordinary for some smokers—that's just the argument. *But thousands of men won't ever again smoke anything else!*

Bond Street gives you rare aromatic tobacco never before used in a popular price mixture. Gives you "custom-blend" aroma, flavor and bite-free coolness... at popular price. Even the women approve your pipe... with Bond Street.

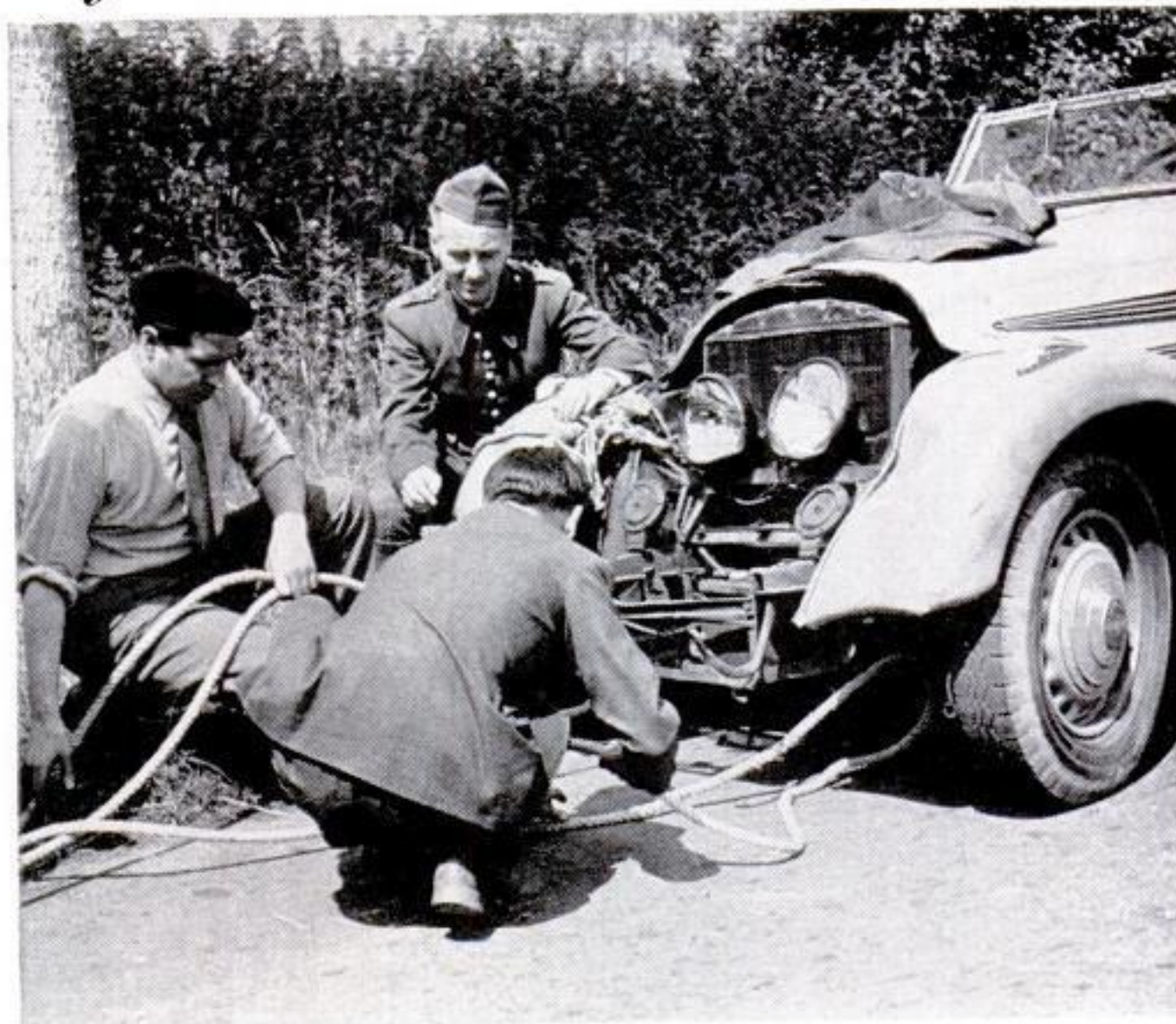
Get a 15¢ tin of Bond Street—find out for yourself.



Today—try a tin of

**BOND
STREET**
Pipe Tobacco

A Product of PHILIP MORRIS



Incubus of trip was wrecked Peugeot of *March of Time's* Ministry of Information soldier, De Maria' (rear), whose car had to be towed, carrying De Maria's family silver, family sword, family golf clubs, dress suit. Wreck was abandoned at St.-Junien.



Public toilet is made at St.-Junien by Chadwick, a *Time* Paris reporter, and wife. It was a gigantic and endless problem to keep clean, not to speak of keeping fed, rested, in motion, alive. The Chadwicks, who are English, finally escaped to England.



LIFE baggage, including cameras and flash bulbs in burlap parcels, is piled on red Auburn in flat crate found by Paine. Beaten, angry proletarians along road howled at sight of this second-hand car: "That's the kind of car to throw into the ditch."



**ARE YOU 28 YEARS
BEHIND THE TIMES?**

• Don't scrub and scour a toilet bowl. For more than a quarter-century, Sani-Flush has kept toilet bowls sparkling clean and sanitary.

No bother. No unpleasantness. Sani-Flush removes stains and incrustations. Cleans the hidden trap. Cannot injure plumbing connections. (Sani-Flush is also effective for cleaning out automobile radiators.) See directions on can. Sold by grocery, drug, hardware and 5-and-10c stores. 10c and 25c sizes. The Hygienic Products Co., Canton, O.

Sani-Flush

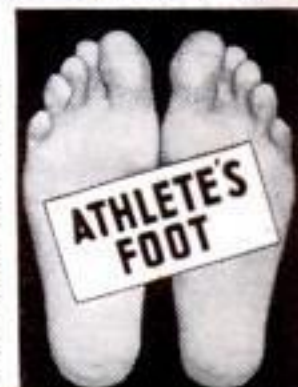
CLEANS TOILET BOWLS
WITHOUT SCOURING



FEET ITCH?

STOP IT QUICK!

Look between your toes. If they itch, or if the skin is red, raw, cracked or peeling, watch out—it may be Athlete's Foot! Get Dr. Scholl's SOLVEX at once. Relieves intense itching; kills fungi of this disease upon contact; helps heal and prevent spreading to other parts of the body. Liquid or Ointment. 50¢ at Drug, Shoe and Dept. Stores. Don't accept a substitute.



Dr. Scholl's SOLVEX



THE FLAVOR
blends
WITH CHEESE

**A-1
SAUCE**

RASHES

Superficial or Externally Caused

- Relieve the stinging itch—alleviate irritation, and thus quicken healing—

Put soothing Resinol to work for you today

RESINOL



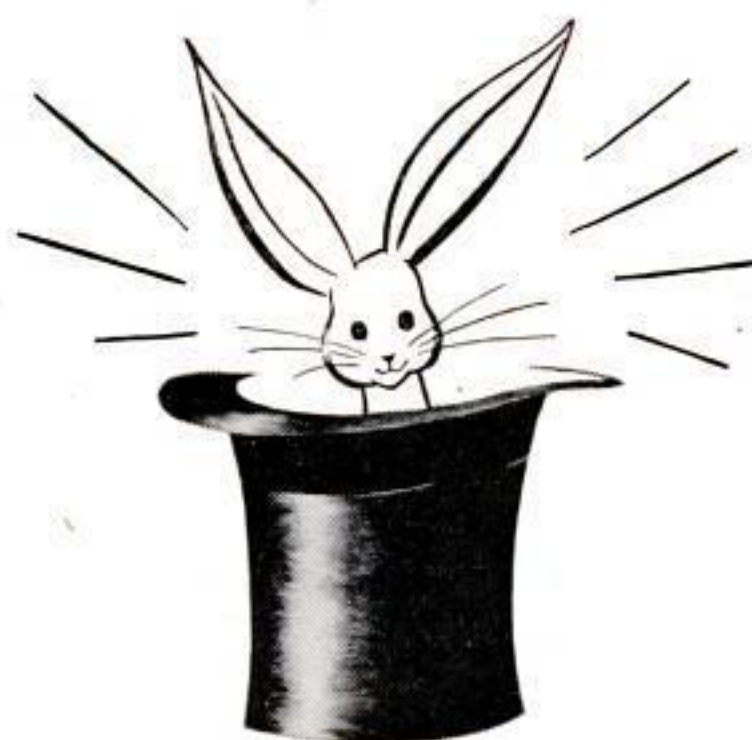
Vigilantes of France, self-armed after Army and police had fled, were the Civil Guard of the small villages. As Paris fell, five men like these caught LIFE's Mydans, Heiskell and soldier sleeping in a field, nearly shot them as parachutists.



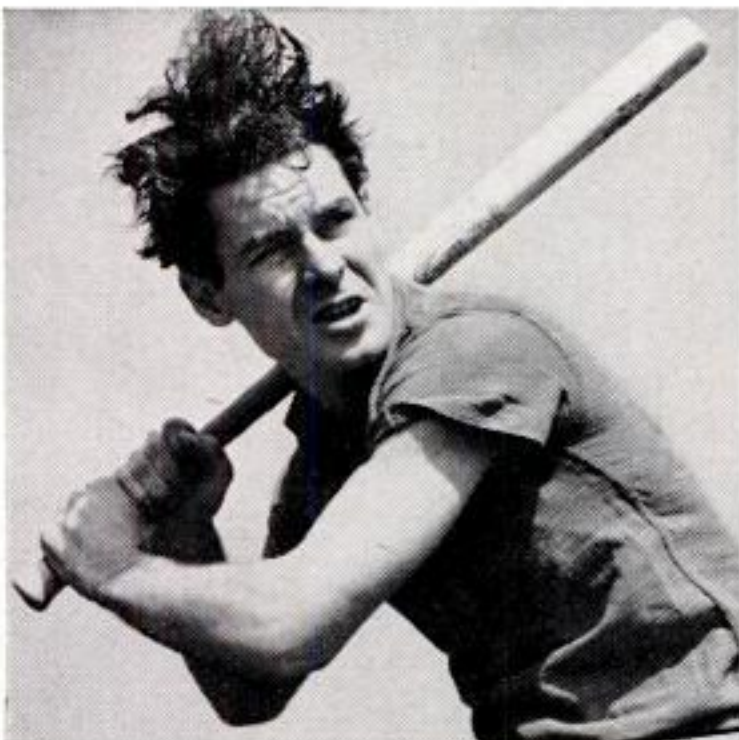
Near-disaster fell at Loches, south of Tours, June 16 when Photographer Mydans got out his camera and tried to photograph a line of Frenchmen waiting for gasoline before the low sheds at the left. In foreground (left) are *Time* Ford, *LIFE* Auburn.



Crowd mobbed, manhandled Mydans a moment later, stripped woman secretary with him, howled "Spies! Parachutists!" hysterically and senselessly. Ringleaders were three men nearest camera and smiling man on the steps. Soldier saved Mydans.



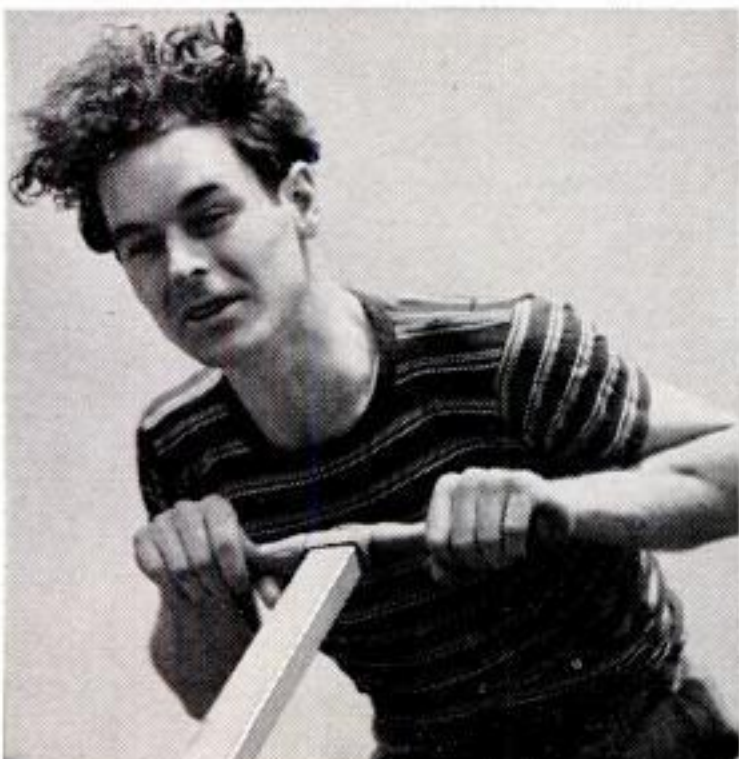
"HOUDINI" JONES and the great "hair" trick



Observe, ladies and gentlemen, he plays nine innings of softball in the burning sun. Look at that hair, dry and dusty as the desert.



Now he takes a swim and the water washes away natural hair oils. The top of his head is beginning to look like a bird's nest.



He makes a thorough job of it; mows the lawn and lets the sun put on the finishing touches. Looks pretty hopeless, doesn't it?



Now watch closely. Nothing up his sleeves except a bottle of Kreml. He applies a little and behold! Hair looking its natural best. All the oil it needs—without that greasy look.

When the sun, wind, and water dry out your hair, use Kreml, the famous tonic-dressing. Gives hair that neat, clean, lustrous look—not sticky or greasy. Removes dandruff scales—checks excessive falling hair.

Women tell us that Kreml puts the hair in splendid condition for a permanent—makes permanents look lovelier.

Ask for Kreml at your drug store or barber shop.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. Made from an 80% olive oil base, it cleanses thoroughly, rinses out quickly, leaves hair soft and easy to manage.

KREML

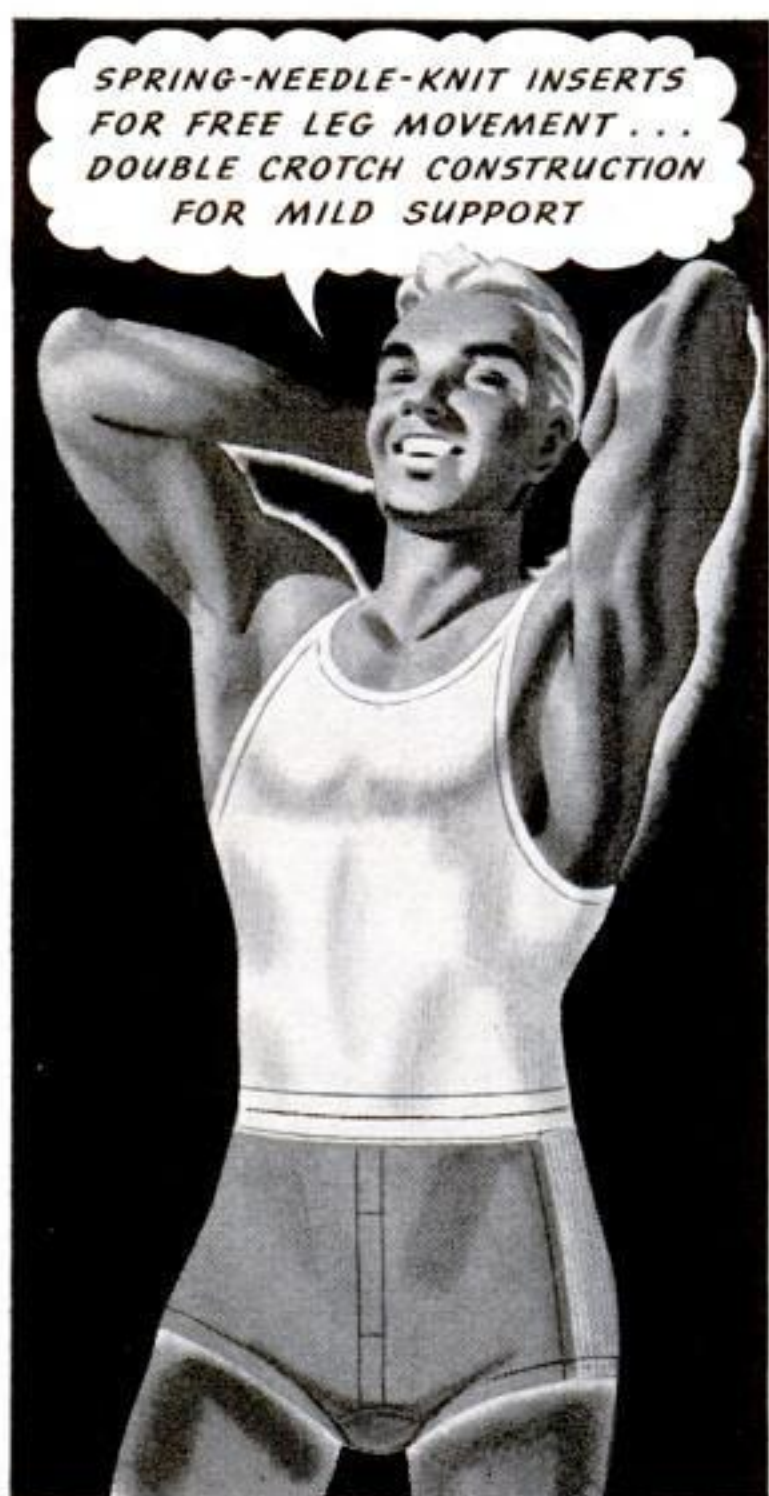
**REMOVES DANDRUFF SCALES—
CHECKS EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE**



BRIEFTEX

THE YEAR'S BEST SELLER BY

ALLEN-A

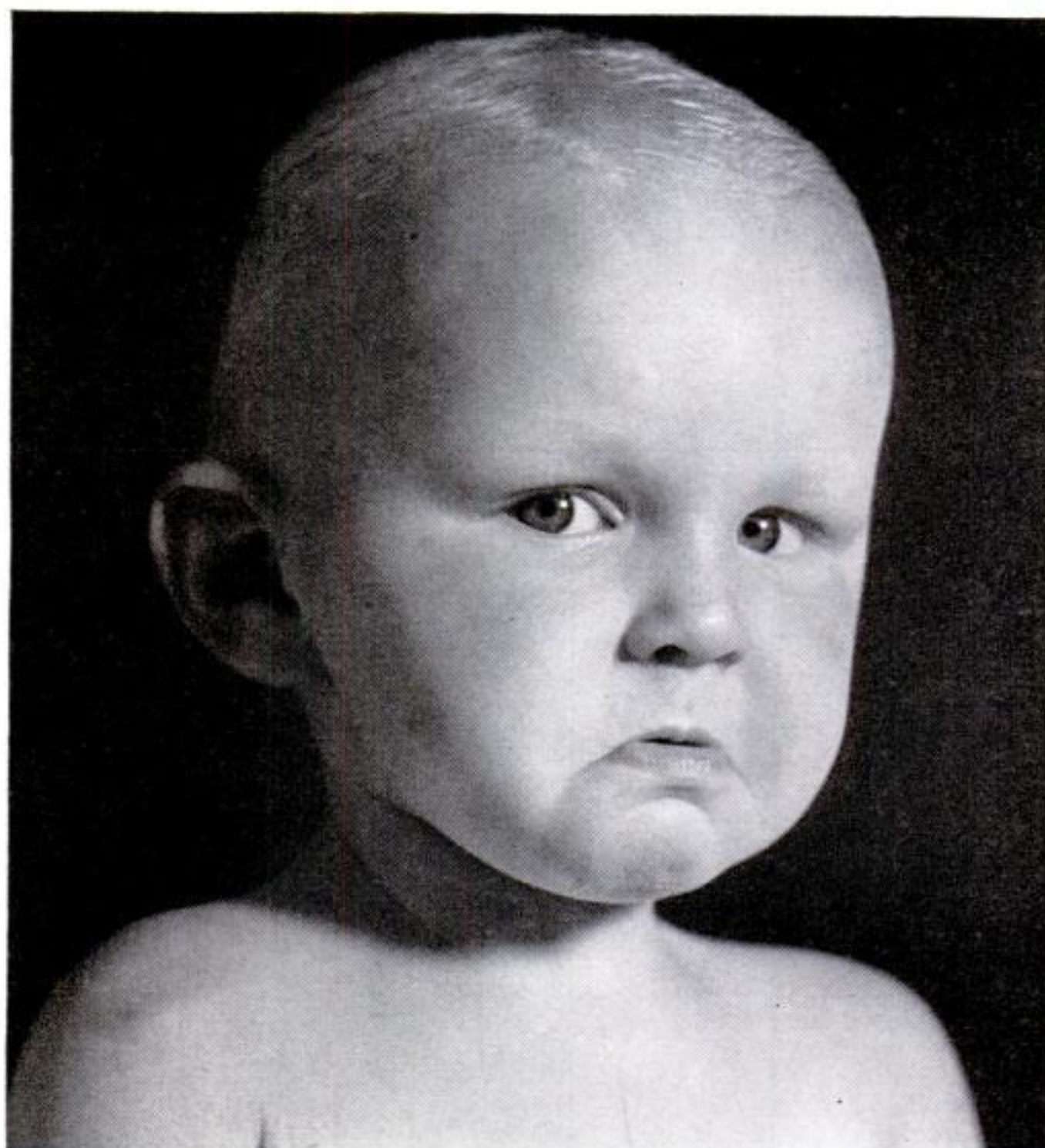


FROM coast to coast, men agree...Brieftex* gives new comfort. A perfect combination of both woven shorts and knitted briefs, Brieftex has a buttonless fly...permoflex waistband for greater freedom. Woven back and front, includes white, blue, tan or green. Harmonizing Bob-tail "Durene" shirts. Moderately priced. Buy Brieftex today for year-round comfort. The name of your local dealer will be sent on request.*Reg. U. S. Pat. Off.



THE ALLEN-A CO. 
BENNINGTON, VERMONT
Makers of Men's Underwear, Hosiery, Swim Trunks, Sweaters, Sportshirts

PICTURES TO THE EDITORS

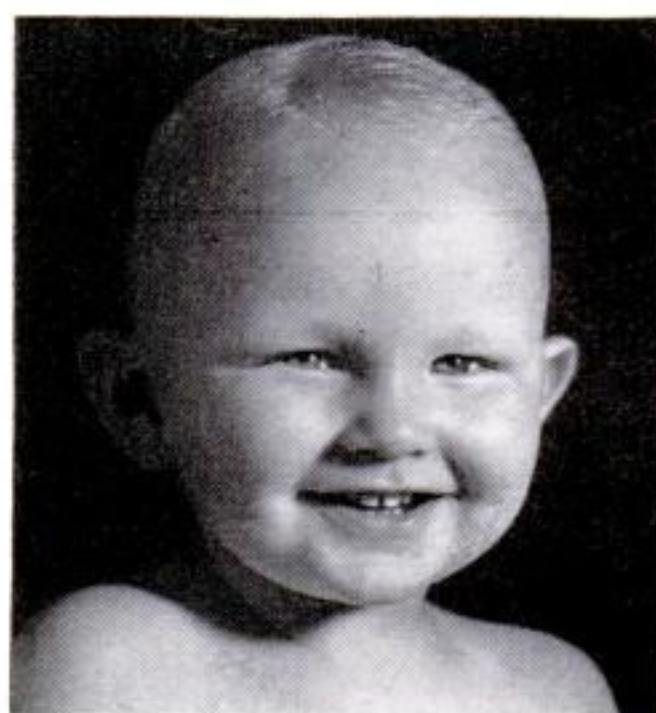


PRIZE POUT

Sirs:

My 18-months-old son Allan is usually good-natured and smiling (right), but sometimes pouts when he is told that he can't have something. One day I photographed him in a pouting mood (above). The picture won first prize in the Children and Babies section of the weekly amateur photographic competition of the New York Herald Tribune.

RICHMOND H. ROSS
Chatham, N. J.



FEATS OF STRENGTH

Sirs:

Herewith two shots of myself doing

some simple exercises about the house. Any housewife can do them.

MRS. A. O. ALDRICH
Grafton, W. Va.

[Housewives planning to copy Mrs. Aldrich's strenuous exercises should: 1) lay a chair, calendar and several pictures down on the floor; 2) lie down on the floor themselves in athletic positions; 3) be photographed from above.—ED.]



SHE SOMERSAULTS OFF A CHAIR



SHE BALANCES HERSELF UPSIDE DOWN

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

LIFE'S PICTURES



To obtain the two picture stories with which he is credited this week, LIFE Photographer John Phillips faced the terrors of tank and beast.

To help him photograph the mechanized cavalry (pp. 57-63), Army engineers constructed a special 15-ft. observation tower for him atop a red barn overlooking the Fort Knox "battlefield." Then while Army planes dived from the sky, rumbling tanks surrounded him on all sides.

At Trenton, N. J., where Phillips caught up with Clyde Beatty's circus to photograph Lion Trainer Pat English (pp. 31-33), he planted himself squarely in front of the open jaws of a lion (above). This was no particular thrill to Photographer Phillips, whose own pets have included a Paraguayan wildcat, a sea-lion, Siamese cats and silkworms.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—JOHN PHILLIPS
6, 7, 8—GJON MILI
11—W. EUGENE SMITH from B. S.—ELIOT ELISOFFON
12—W. EUGENE SMITH from B. S.
13—INT.—W. EUGENE SMITH from B. S.
14—W. EUGENE SMITH from B. S.—Lt. W. EUGENE SMITH from B. S., W. W. (2)—ELIOT ELISOFFON
15—EISENSTAEDT-PIX
16—Lt. col. W. W., A. P.—cen. col. HANS WILD, CHARLES E. BROWN from P. I., W. W.—rt. col. W. W.
17—N. Y. DAILY NEWS PHOTO
18—DEVER from B. S.
19—DEVER from B. S.—INT.—INT.
20—ROBERT CAPA—A. P., W. W., ROBERT CAPA—ROBERT CAPA, A. P. (2)
21—ROBERT CAPA
22—WILLIAM C. SHROUT—W. W.
23—WILLIAM C. SHROUT
24—CHARLES E. STEINHEIMER, W. W.—INT.
27—HERBERT GEHR
28—EISENSTAEDT-PIX
31, 32, 33—JOHN PHILLIPS
34—T., W. EUGENE SMITH from B. S.—Lt. cen., W. EUGENE SMITH from B. S.
36, 37—W. EUGENE SMITH from B. S.
38—CARL MYDANS—W. EUGENE SMITH from B. S.—W. EUGENE SMITH from B. S.
43, 44, 45—WALT SANDERS from B. S.
47, 48, 49—© MORRIS ROSENFELD
50—HANSEL MIETH exc. lt. cen., W. W.
51, 52—FERNAND BOURGES
53—HANSEL MIETH
54—COURTESY, MUSEUM OF FINE ARTS, BOSTON, exc. bot., HANSEL MIETH
56—THOMAS D. MCAVOY
57, 58, 59—JOHN PHILLIPS
60, 61—JOHN PHILLIPS, exc. DIAGRAM, B. G. SEIELSTAD
62, 63—JOHN PHILLIPS
64 through 69—MAPS BY TOBIAS MOSS AND ANTHONY SODARO
73—INT.
74 through 77—CARL MYDANS
78—JOHN PHILLIPS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; COL., COLUMN; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL NEWS; P. I., PICTURES INC.; W. W., WIDE WORLD

DID your DOG SCRATCH FOR FLEAS TODAY

...then get busy at once—
your dog may be in danger of
tapeworms or sarcoptic mange

FOR AUTHORITY for that warning, read the U. S. Dept. of Agriculture Circular No. 338 which states that fleas and lice can transmit tapeworms and sarcoptic mange to dogs.

So, if your dog is scratching, act! It's far safer for you to take it for granted that he has fleas than to take chances.

Insure his complete riddance of those dangerous pests! Use a powder, preferably Pulvex, the powder that kills fleas with incredible speed. None ever revive to reinfest. Pulvex also kills any lice, ticks, sticktites your dog may have. *Kills fleas, too, when put on one spot. Amazing—unbelievable—but true!*

As Pulvex is borated, it makes a flea-bitten dog more comfortable by helping allay itching from scratching.

Use Pulvex according to the new "minute-a-week" control method and you absolutely protect your dog against flea infestation. Read about it in folder on can. If your dog is scratching, get a can of Pulvex Flea Powder now. At drug, pet and department stores, 50c.

ASK DEALER
TO SHOW YOU
THIS FOLDER



PULVEX FLEA POWDER

PULVEX FLEA SOAP oils and
grooms the coat, deodorizes, cleans
and destroys the fleas, only 25c!

Have LOVELY EYEBROWS!

If your brows are uneven, bushy or too thick, remove excess hairs with Wigder Tweezers! Spring tension. Exclusive Lock-Grip and Raised Shoulders make "tweezing" agreeable. At drug and 10c stores. Get WIGDER!



Wigder quality costs no more
NEWARK NEW JERSEY
NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

MENDS MOST ANYTHING

Iron Glue holds tight, is extra strong. Mends wood, glass, china, leather, toys, 'most anything. You can buy it 'most anywhere—1/4 pt. to 1 gal. cans or 10c bottles. McCormick Sales Co., 408 Light St., Baltimore, Md.

IRON GLUE
AN ELEPHANT FOR STRENGTH



ITCHING?

AMAZING ANTISEPTIC VANISHING CREME
TIRED, BURNING, SWOLLEN FEET CRY FOR IT!

DOCTORS: ... USE ... TO TREAT
Athlete's Foot Non-Greasy-No Stain Sunburn
IMPETIGO PEDIMOLL ECZEMA
INSECT BITES Acts Fast! SKIN RASH
Gets Results!

PEDIMOLL FIGHTS INFECTION!

50c Get PEDIMOLL today at your nearest \$1.00
LIGGETT DRUG STORE
OR ON PACIFIC COAST AT ANY
OWL DRUG STORE

DISTRIBUTED BY
PEDIMOLL CORPORATION, LOS ANGELES, CALIF.

PICTURES TO THE EDITORS

(continued)

TOWERING TREES

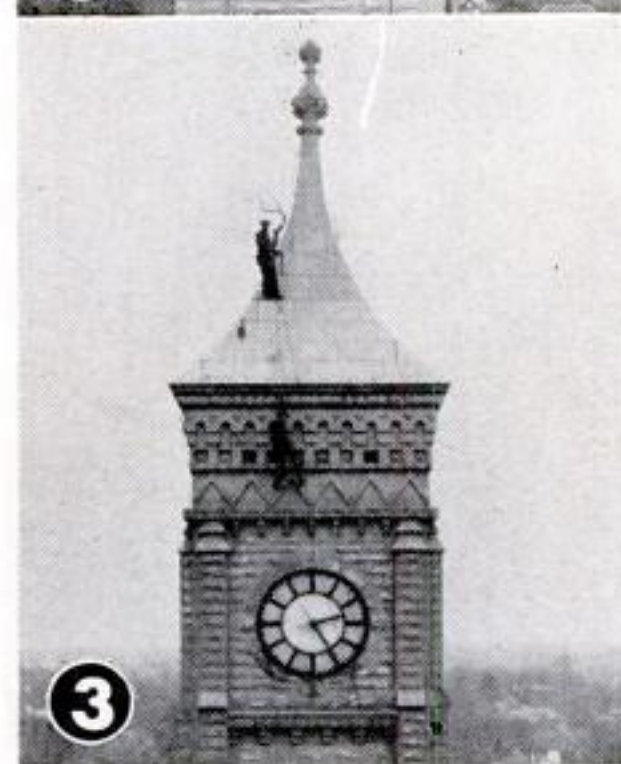
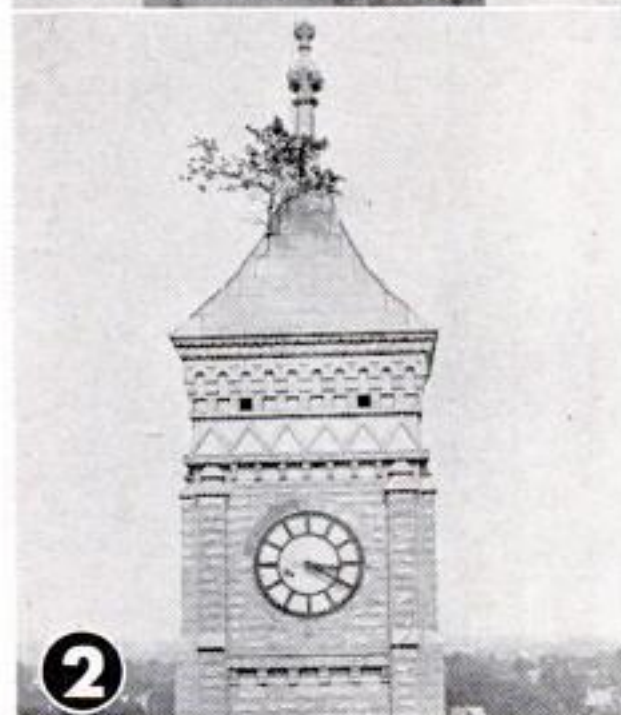
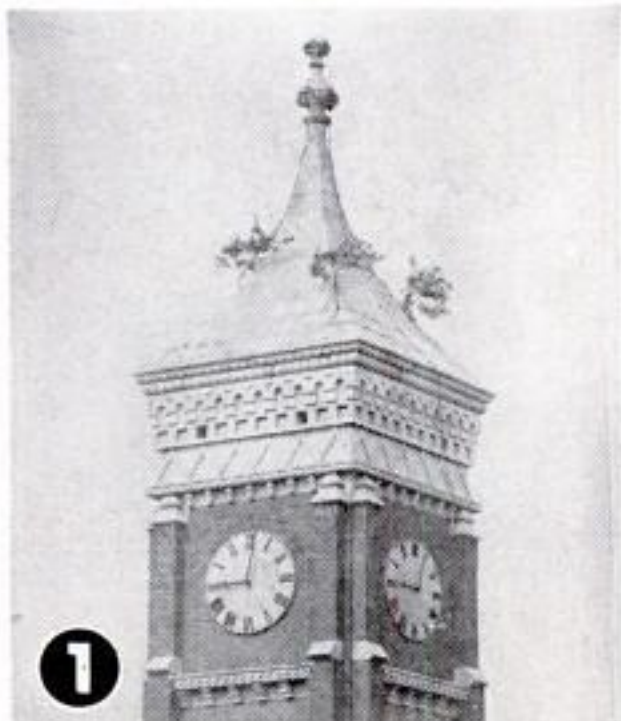
Sirs:

Since 1872 when a seed sprouted in a crack of the courthouse tower in Greensburg, the tower has supported an unbroken line of aspens.

Picture No. 1 shows three trees on the tower in 1890. No. 2 shows the tree that gave our town the nickname "Lone Tree City" until 1929 when it failed to quicken and was removed (No. 3). Barely visible on the right is a tiny sprout which has carried on so well that on July 2, 1940, steeplejacks had to bolt iron bands around the tower to hold the stones in place against the pressure of the roots (No. 4).

MARY BAEN WRIGHT
THOMPSON

Greensburg, Ind.



HOME MOVIE HINTS BY HOLLYWOOD'S ACE CAMERAMEN

"For fine movies—
you need a fine
camera. I use a
Filmo!"

says

Bob Greaf
Head of the Camera and Still Depts.
WARNER BROS. STUDIOS
Burbank, California



"THE FIRST 'LAW' of making fine movies is—use a fine camera. That's why my personal movie camera is the palm-size Filmo made by Bell & Howell, who make our professional movie equipment. That little Filmo 8 is a 'jewel.' It makes good home movies so easy to get. Naturally, experience will increase your skill—but you don't have to be an expert to get good movies with a Filmo 8 right from the start:



"JUST PRESS THE BUTTON—what you see, you get, in color or black-and-white, indoors or out, and in slow motion, too. Filmo 8 is a *real* movie camera. It gives you extra speeds, provision for using special lenses and accessories—everything you want and need, now or later. Then—when your skill increases, you won't have outgrown your camera." The palm-size Filmo costs only \$49.50—and may be purchased for as little as \$10 down. Its movies cost no more than still snapshots.



YOU'LL BE PROUD of your movies that are taken with a Filmo and shown with a Filmo Projector. The Filmo 8 Projector shown here provides 400- or 500-watt illumination. Result—clear, brilliant, steady pictures—as wide as six feet. Fully gear driven, no belts to slip or wear. Price, complete with case—\$118. Filmo 16mm. Cameras and Projectors to \$1275.

MAIL COUPON!

BELL & HOWELL COMPANY
1841 Larchmont Ave., Chicago, Ill.
Send me all the details about Filmo
Cameras that make movies at snap-
shot cost.

Name

Address

City State C 7-40

PRECISION-MADE BY

BELL & HOWELL



**THIS YEAR
MORE THAN
EVER...**

When you select your boat look for the Paragon Seal, prominently displayed on the housing of all Paragon Reverse and Reduction Gear assemblies.

America's Waterways Invite You—CRUISE THEM IN A MODERN BOAT!

THIS year REALLY get away from it all—from business and blitzkrieg—traffic and time clock—phones and phonies! Thrill to your hand on a helm... guiding your own new boat with your own friends over our own waters! Sleep... Eat... Relax... Play... LIVE! A line over the side and look—you've hooked a fighting blue—later a plunge, and your swimming hole can be the broadest ocean or a choicely hidden cove!

America's pleasure craft builders and engine manufacturers never offered more boat luxury, comfort and trouble-free performance for so little money. Marine engines today are well-nigh perfect—particularly when equipped with PARAGON REVERSE and REDUCTION GEARS—the assembly that the majority of manufacturers insist upon.



The new lined band for long wear is a feature of PARAGON REVERSE and REDUCTION GEAR ASSEMBLIES.

YEAR-AFTER-YEAR IT'S

Paragon
Marine Transmission Manufacturers Since 1907

PARAGON GEAR WORKS, INC. • TAUNTON, MASS.

PICTURES TO THE EDITORS (continued)

HAIL

Sirs:

On the night of July 1, Oklahoma underwent a bruising hailstorm. The next morning dawned bright and I was out photographing the damage. Near Weatherford, where the storm was worst, I

came across this Packard whose front and rear windows were shattered and whose hood, top and fenders were dented and twisted as though someone had gone over the car indiscriminately with a hammer.

FRANK WILLIAMS
Oklahoma City, Okla.



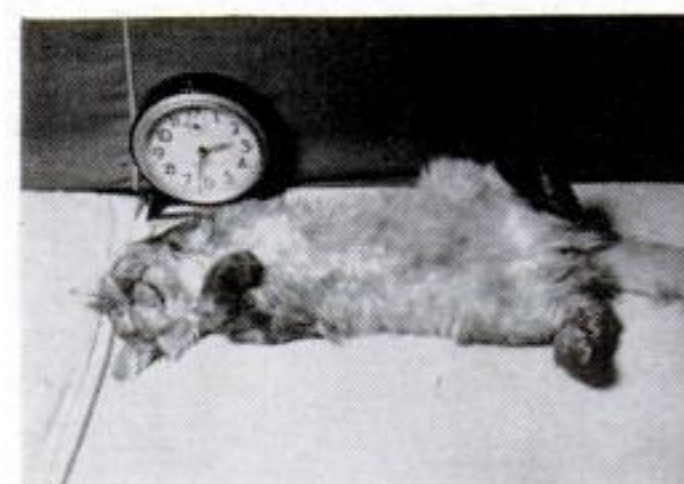
KITTENISH

Sirs:

Most of the world thinks a kitten "just sleeps," but after staying up an entire night photographing Fluffy asleep I present this exposé. Fluffy retired at 11:29 p. m., slept on her right side at 12:34

a. m., was almost on her back by 2:32 a. m., had her paws over her face at 3:02 a. m., lay on her left side an hour later, had curled up by 4:58 a. m., awoke at 7:49 a. m. and finally aroused herself at 8 a. m. sharp.

KENNETH F. SPACE
New York, N. Y.



Make it the good old summer time with the **HOOVER**

REG. U. S. PAT. OFF.



More time outdoors
with the Hoover indoors



PHOTO BY HI WILLIAMS — WALLS BY CERTAIN-TEED

*The modern way is the easy way
Read this recipe for an inviting home.*

You too can enjoy the gay modern colors. The only trick is to keep them clean and crisp without wearing yourself out doing so.

That is where Hoover has something very special to offer you.

Women are rapidly learning that air suction is not the only requirement of an electric cleaner. Hidden dirt must be dislodged from the base of

Summer brings special cleaning problems. Dirt and sand are tracked in. Dust blows in.



the rug. This dirt, although hidden, creates an untidy haze which takes the edge off the most carefully planned color scheme.



The Hoover cleaner, with its unique cleaning action (Air Cushioned Vibration) has a mild, persuasive, but relentless way of making dirt leave its hiding place, keeping colors fresh, and saving rug wear. Your home is so much more cheerful and inviting to family and friends.

The Hoover pushes with little effort—no stooping or “digging.” The handy snap-in tools clean upholstered furniture, draperies and lamp shades.

More than 5,000,000 women already have the Hoover and wouldn't get along without it. One of the best stores in your city sells it. Why not look up that dealer in your phone book? Call him and ask for a no-obligation home trial. He will send his representative with a Hoover for you to try in your own way. THE HOOVER COMPANY, Factories: North Canton, Ohio; Hamilton, Ont.

Take your cleaning easy this summer with this Hoover—it's only

\$52⁵⁰

Cleaning Tools at slight extra cost. One of three Hoover Cleaners, on terms as low as \$1.00 a week, plus small carrying charge, payable monthly



IT BEATS • AS IT SWEEPS • AS IT CLEANS



● Actual color photograph—G. E. Smith shows a visitor through a tobacco warehouse in Durham, N. C.

Luckies' finer tobaccos mean less nicotine

Authoritative tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands★—less than any one of them.

This fact is proven by authoritative

tests which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobaccos—mild and mellow, with a naturally lower nicotine content.

Have you tried a Lucky lately?



Copyright 1940, The American Tobacco Company

★ NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 3.81% less than Brand D.

With men who know tobacco best—it's **LUCKIES 2 TO 1**